MARCH 24, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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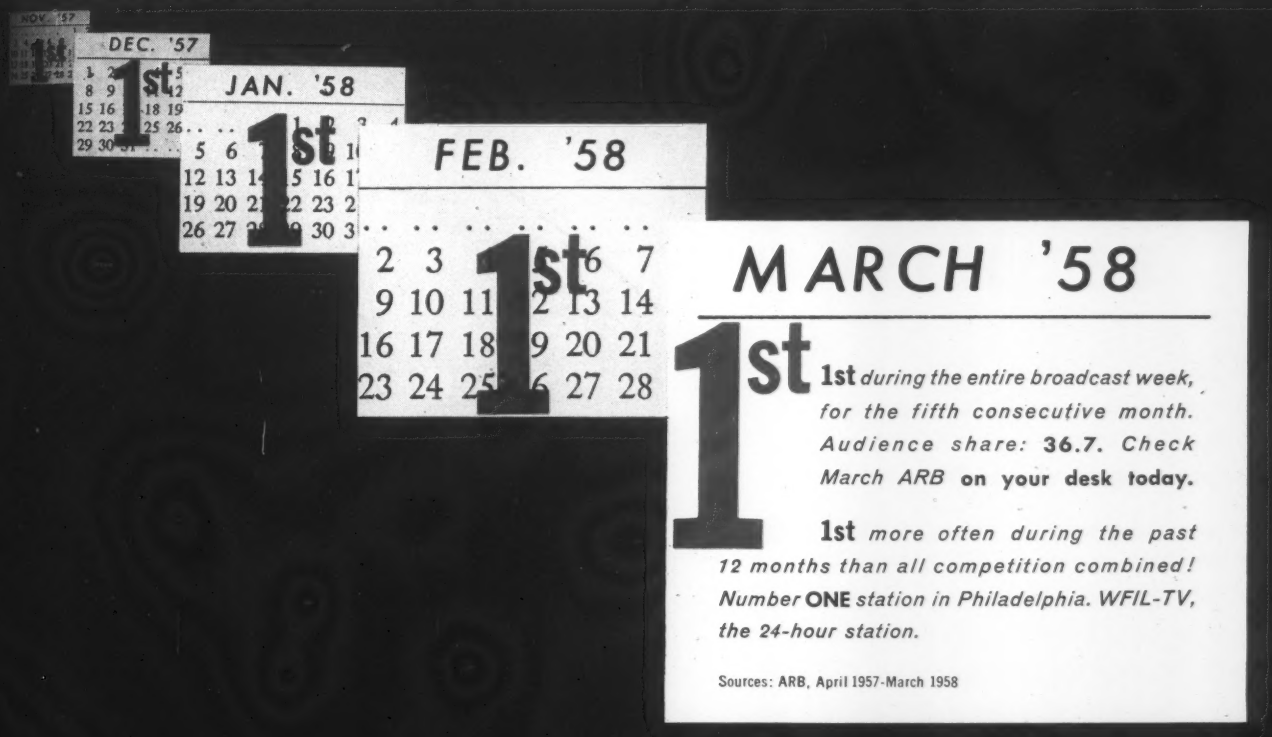

DEC. '57
JAN. '58
FEB. '58
MARCH '58
1st
1st during the entire broadcast week, for the fifth consecutive month. Audience share: 36.7. Check March ARB on your desk today.
1st more often during the past 12 months than all competition combined! Number ONE station in Philadelphia. WFIL-TV, the 24-hour station.
Sources: ARB, April 1957-March 1958

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV CHANNEL 6 BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

WHEELING: 37*TH TV MARKET

*Television Magazine 6/1/57

One Station Reaching The Booming Upper Ohio Valley

"I'm outside foreman, a twenty-seven year man with Valley Camp. Sure, we work hard and we're proud of the quality coals produced here. This job keeps the missus, our child and me mighty comfortable. Live just a couple of miles from the mine, in the Elm Grove section of Wheeling. Do we watch TV? We sure do, our own station, too. WTRF-TV does a great job!"

No. 3 IN A SERIES
MINING

THE VALLEY CAMP COAL COMPANY

Mining rich coal resources, Valley Camp operates three area mines, employs around 600 men, pays approximately four million dollars annually. Mined raw coal is washed, screened and thermally dried before it is shipped by rail, truck and water to America's industrial and commercial coal consumers. *Valley Camp*—with expansion underway, another impressive picture of this super market where 2 million people spend 2½ billion dollars annually, where 425,196 TV homes react to the influence of WTRF-TV.

Wheeling Division
THE VALLEY CAMP COAL COMPANY
No. 3 Mine—Triadelphia, W. Va.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

CHANNEL

TERRE HAUTE

24nd

INDIANA'S LARGEST TV MARKET

- 251,970 TV Homes
- CBS, NBC, ABC Networks

TERRE HAUTE, INDIANA

10 CBS

WTHI - TV

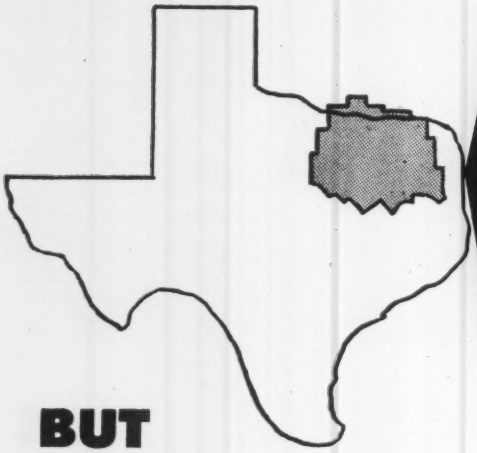
and RADIO, too!

T.M.—CBS-TV

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

KRLD-TV
CHANNEL 4 DALLAS
covers one-seventh of Texas' area

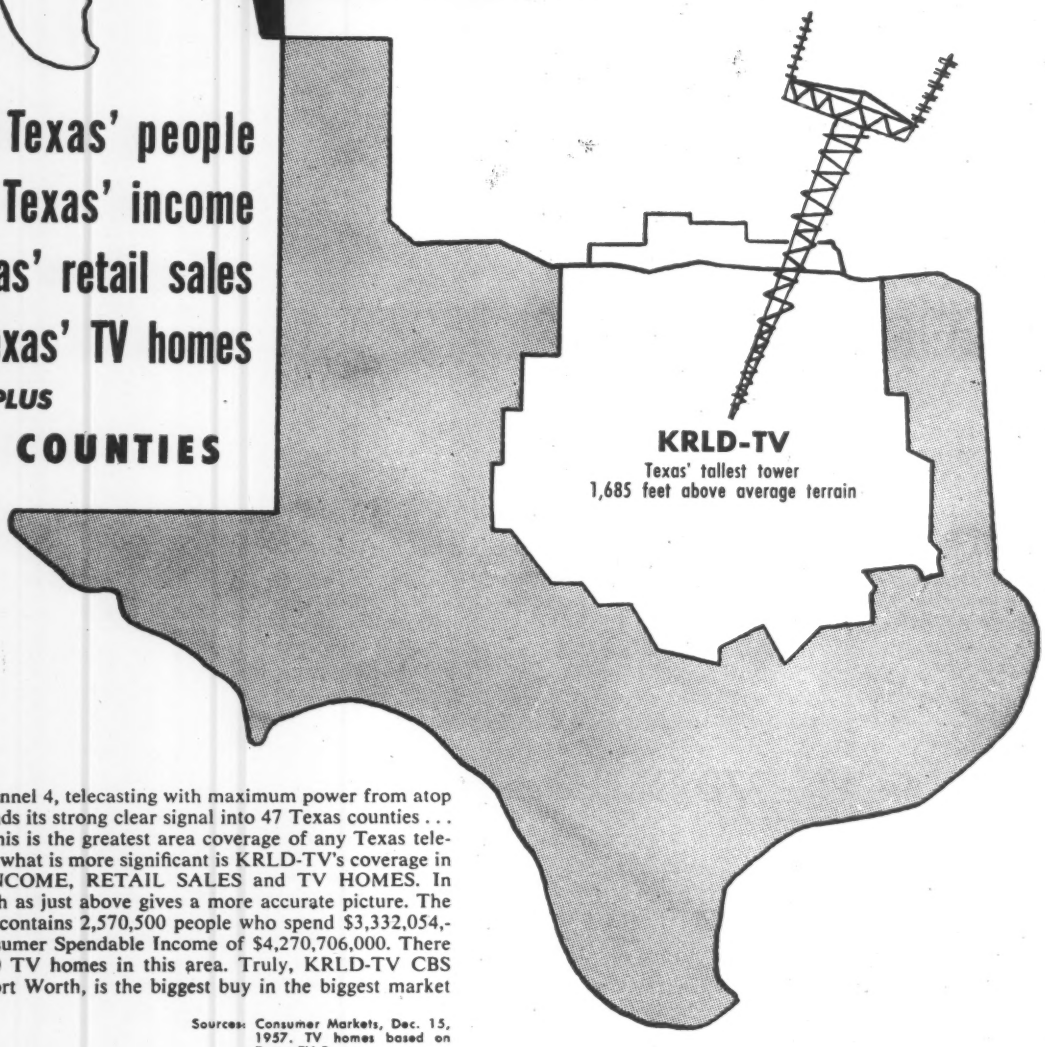


BUT

28% of all Texas' people
30% of all Texas' income
31% of Texas' retail sales
⅓ of all Texas' TV homes

PLUS

5 OKLA. COUNTIES



KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, sends its strong clear signal into 47 Texas counties . . . plus 5 in Oklahoma. This is the greatest area coverage of any Texas television station. BUT . . . what is more significant is KRLD-TV's coverage in terms of PEOPLE, INCOME, RETAIL SALES and TV HOMES. In those terms, a map such as just above gives a more accurate picture. The KRLD-TV Texas area contains 2,570,500 people who spend $3,332,054,000 annually of a Consumer Spendable Income of $4,270,706,000. There are more than 644,000 TV homes in this area. Truly, KRLD-TV CBS television for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state.

Sources: Consumer Markets, Dec. 15, 1957. TV homes based on Texas TV Reports.

KRLD-TV is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000 watt station in Dallas-Fort Worth. The Branham Company, national representatives.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON, CHAIRMAN OF THE BOARD • CLYDE W. REMBERT, PRESIDENT

closed circuit®

NOT FOR PUBLICATION • Reaction to "ripper bill" proposed by Senate Commerce Committee Chairman Magnuson (D-Wash.) to abolish FCC and substitute Federal Communications Administration [BROADCASTING exclusive, March 17] was immediate and vigorous, but since measure is simply in "drafting" stage, there are no comments for publication. General reaction is that measure has little chance now, but that if current investigations, either by grand jury or House Oversight Committee, turn up further "scandals," Magnuson measure, or variation of it, could sweep through Congress on wave of indignation.

•

Composite view is that setting up of single administrator for all communications would be too complex and give too much power to one man. There's also opposition to suggestion that three-man appellate court sitting over administrator comprise only new appointees, making present and past commissioners ineligible. This, it's felt, would eliminate from consideration some of best qualified men and would slow down processes because of lack of expertise on proposed body.

•

TRIPLE-SPOTTING • Despite alarm by certain national advertisers and their agencies over triple-spotting or "over-commercialization" on tv stations, there's other side to coin. It's learned some agencies and their blue-chip clients are holding criticism in reserve on theory that too much pressure could boomerang. This applies particularly to national advertisers with heavy schedules who seek entree in prime time periods—triple-spotted or not—on theory that position in peak audience periods justifies some dilution of message impact. To complicate matters for spot advertiser, there's no documentation available as to how much spots placed side by side dilute efficacy of messages.

•

Riot act was read to FCC's Opinions & Review section last week for inordinate delays in preparation of opinions and final decisions. With some cases many months old, FCC has been subjected to criticism, both on Capitol Hill and in industry. John L. FitzGerald, chief of division, was instructed to get up head of steam and put all available manpower on job to clean up back-log of hoary cases.

•

MOMENT PLEASE • Telephone trouble is reason why American Research Bureau's instant ratings service (Arbitron) has not yet gone into operation. Arbitron originally was scheduled to begin first of year in New York and soon afterward in six other big cities. New York operation has been delayed by telephone company difficulties in balancing lines from sample homes to central Arbitron office. ARB officials won't predict when system will get underway, although privately they think it should be within weeks in New York and not much longer in other six cities.

•

Washington State will be host to three celebrities in broadcasting this week. Chairman Warren G. Magnuson (D-Wash.) is scheduled for off-the-record talk before Washington State Assn. of Broadcasters, in Pullman, March 28. Dr. Frank Stanton, CBS president, will deliver principal address at Edward R. Murrow Award Banquet at Washington State U. campus, Pullman, March 29. Ollie Treyz, ABC-TV president, addresses Seattle's Advertising Club March 28.

•

END MEN • Two-year hassle over one of tv's active spot accounts—Preparation H (for hemorrhoids)—will come to head at this week's meeting of NAB Television Code Review Board. Personal hygiene and hemorrhoid advertising is "not acceptable" under current board policy. Now board must decide whether it wants to take more drastic action such as specifying that stations and networks carrying Preparation H account can't be code subscribers. One network has turned down product on basis of medical claims, it's understood. Preparation H is marketed by Whitehall Pharmacal Co. (American Home Products). Ted Bates is agency.

•

FCC has cocked eyebrow at radio talk programs which use on-air telephone calls to nameless members of public on local and national topics and which have been referred to as "anonymous character assassination." Case, now inactive, involved unidentified midwestern station which responded to FCC inquiry with explanation it tapes public's comments, edits carefully to remove doubtful remarks. Several months ago, Paul Segal, Washington communications attorney, raised same question with FCC. He was told that if he wished to submit specifics, Commission would be glad to look into matter.

•

EDITORIAL COMMENT • Complaints over purported one-sided presentation of pay tv issue over number of tv stations occupied FCC's attention last Wednesday, with prospects that staff will be asked to study validity of charges that stations overstepped bounds on "editorializing." Several members of Congress, purportedly agitated by pay tv proponents, Zenith and Skiatron, are among complainants.

•

Some members of Congress evinced concern over being inundated with mail following tv station appeals opposing toll tv tests. Back of this is privately expressed concern that if stations can turn toll tv tide overnight, what could they do on issues involving politics and candidates (even their own) for public office?

•

EASIER WAY • Industrial users now battling for more high frequency space to accommodate their expanding horizons at expense of broadcast services (tv, fm, relay, etc.) are quietly attempting to have jurisdiction over their operations transferred from FCC to Indepartment Radio Advisory Committee (IRAC) which handles allocations for government services, and which has been biggest road-block in effort to get more vhf for tv. Industrial users premise their case on military contract work and obviously feel they would fare better in allocations under IRAC than at FCC.

•

Personnel cutbacks got underway at ABN Friday with beginning of reassignment of number of employes, release of some others (see early story page 86). But except for talent on to-be-dropped Merv Griffin Show *and* Jim Backus Show*—which is considerable—number involved does not look to be nearly as high as speculation had placed it. Best inside guess Friday: about 15 to 20 ABN people will be reassigned to other divisions of parent AB-PT and eight others will be let go. The eight include four of ABN's seven salesmen.*

•

WASTE OF TIME? • FCC is rounding up comments on Civil Defense Administration request that full Conelrad test be put into operation between 9:30 p.m. and 10 p.m., May 6. NAB is vigorously opposed, Dept. of Defense has no "military" objection, and Office of Defense Mobilization is still to be heard from. FCC will decide whether to accede after all comments are in. It's estimated that total cost to broadcasters, switching to Conelrad operation (or going off air if not in Conelrad cluster), would be between $6 and $10 million in lost sales plus extra amounts required to switch operations. NAB, expressing industry opinion, said FCDA's objectives could very well be met by test after regular broadcast hours.

•

Unofficial grousing among film and program groups belonging to NAB over plan to exclude them from annual industry convention, starting in 1959, will come to head as station members vote on amendment to by-laws. Amendment, mailed Friday, would legalize action taken by NAB board in February. At that time board adopted resolution freezing program and service firms holding associate memberships out of convention exhibits as part of plan to confine spring meeting to top management officials and to allow only equipment firms to exhibit. Board action, however, was not legal under by-laws.

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

Still in Progress
Open daily 'til five
After hours call PL 3-3348

Our rep is having a removal sale.

All ID's, twenty second and minute announcements as well as all other assortments of WHEN-TV time are being offered in this great relocation sale as the Katz Agency prepares to move to its new site on Fifth Avenue.

Naturally no distressed or counter-tossed items will be found in this once-in-a-lifetime opportunity. Only quality, proven merchandise with our regular guarantees and warranties are being offered.

Katz has hired extra sales personnel to handle the crowds and better serve you. Phone, C.O.D. and mail orders are being accepted.

Similar opportunities are in effect in the Katz suburban stores.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

Ratings: Their Use and Why—NBC Spot Sales goes probing among top agency buyers to find out how measurements are used in buying and selling. Attitude towards ratings reflected in opinions from 326 radio-tv executives. Page **31.**

The Big Investors in Network Tv—On a brand basis the largest sums in January came from automobile, soap and tobacco firms, according to TvB's first monthly compilation. Daytime network tv that month increased 12.1%, nighttime 14.8%. Page **39.**

Radio Booms Mobile Home Sales—Since 1951 use of radio exclusively has meant $1.5 million annual volume for Chicago dealer. Page **40.**

Hazel Bishop Reducing—Drop of nearly $1 million in volume last week prompts trimming of tv-only advertiser's outlay from $4.3 million to $3 million. Page **44.**

Money to Make Money—If MGM can see its way to plow more dollars into television, it believes it could partake in a greater share of tv profit. MGM would pursue additional tv activity, namely live programming, film syndication and finance outside producers. Also, MGM doesn't plan to cut its expenditure for radio-tv time. Page **46, 60.**

Subliminal Defense—U. of Michigan marketing professor tells American Marketing Assn. in New York that subliminal advertising is "weak stimuli" but is not coercive or hypnotic. It's use as an effective sales tool requires much more research. Page **47.**

Toigo Wants Pabst Presidency—Onetime agency executive resigns Schlitz vice presidency to join faction seeking to oust present Pabst President Perlstein. Page **52.**

Oversight Committee Skeptical—Apparent conflict of last week's testimony with earlier statements stirs committee reaction. Wolverton raises perjury question. Page **62.**

Subsidies for Educational Tv—Senate Commerce Committee slates hearing April 24 on Magnuson bill to give state subsidies for ETV. Page **68.**

What Group Owners Think of Barrow Report—FCC hears multiple owners on Network Study Report recommendations; three already have testified in opposition to multiple and local ownership suggestions; three more scheduled on March 31. Page **70.**

More Music Trouble—House hearing told ASCAP discriminates against publishers outside its inner circle, using inadequate sample and making subjective decisions in distributing royalties. Senate hearing told BMI deprives the public of fine ASCAP music by subsidizing publishers, record firms and disc jockeys. Page **76.**

Anti-Trust Inspection—Dept. of Justice reports it is reviewing testimony taken at House hearing on charges of some ASCAP publishers they are short-changed in distribution of royalties. Analysis of "hundreds of thousands" of ASCAP and BMI documents completed. Page **80.**

'Gas Light' Ruling Stands—U. S. Supreme Court, in rare tie vote, upholds lower court ruling that Jack Benny's tv parody of *Gas Light* is infringement of copyright. Page **82.**

Am Radio's Future—Management sessions at Los Angeles NAB convention include review of aural prospects as well as discussions of national defense role of industry and new procedure for standards of good practice. Fm meeting will look into medium's current problems. Page **84.**

ABN Trims Further—Another show slated for dropping, leaving basic schedule of *Breakfast Club*, news and religion. But network still awaits final word on its future. Page **86.**

New SAG Rates for Tv Commercials—Sharply-increased scale to go into effect, retroactive to last March 2 and subject to membership ratification. Page **90.**

Technicians, Networks Nearer Accord—Prospects brighten for IBEW-CBS agreement as well as settlement between NABET and ABC and NBC. Page **90.**

WBC Makes West Coast Changes—Phil Lasky promoted with Art Simon succeeding as KPIX (TV) San Francisco general manager. Page **92.**

How Skillful Tv Planning Pays Off—American Gas Assn.'s remarkable success in television in just one year provides pattern that others might do well to study. Thomas H. Lane, senior vice president at Lennen & Newell, writing in MONDAY MEMO, explains procedures used by AGA. Page **117.**

MR. LANE

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

THANKS

to everyone who wore this badge . . .

whose presence,

participation

and interest

brought success to the

FIRST ANNUAL DISC JOCKEY CONVENTION

and PROGRAMMING SEMINAR.

INVITATION

to send us comments,

suggestions, criticisms

which will help shape the

1959 Convention.

ADVANCE NOTICE

to all air personalities, broadcast,

record, music and advertising executives:

Set aside March 5-6-7-8, 1959, for the 2nd

Annual Disc Jockey Convention, sponsored by . . .

THE STORZ STATIONS

Omaha, Nebraska

WDGY, Minneapolis-St. Paul
WHB, Kansas City
WTIX, New Orleans
WQAM, Miami

at deadline

Porter Claims Wolverton Letter Exemplifies Contacts from Hill

Paul A. Porter, attorney for losing applicant A. Frank Katzentine in Miami ch. 10 case, Friday read into record of House Oversight Subcommittee hearings letter subcommittee member Charles A. Wolverton (R-N. J.) had written FCC regarding New Jersey tv case.

Rep. Wolverton, ranked GOP member of subcommitee, on March 30, 1953, asked then FCC chairman Paul Walker to consider application of South Jersey Broadcasting Co. for ch. 17 Camden at April 1 Commission meeting. Mr. Porter said he introduced letter only to show ex-parte congressional contacts with FCC were common and that there was no impropriety in actions of his client (Katzentine) in contacting senators and others regarding ch. 10 case.

Rep. Wolverton, chairman of House Commerce Committee at time letter was written, repeatedly asked witness: "Why did you select me?" Mr. Porter replied that congressman's "stature was such that nobody could challenge the propriety of this practice," and was intended as compliment. Obviously incensed, Rep. Wolverton retorted: "I regret that I am unable to see it in that light."

Letter actually was part of record, Rep. Wolverton protested, and had no comparison to actions taken by senators in ch. 10 case. Mr Porter read letter following lengthy discussion among himself, Reps. Wolverton, Oren Harris (D-Ark.), chairman, and Joseph P. O'Hara concerning outside "influence" brought against commissioners. Congressional intervention played prominent role in discussion and all four agreed some type of legislation was in order. Rep. Wolverton has been most outspoken in criticism of senator's actions in ch. 10 case and three weeks ago introduced bill legislating against such activities.

On other matters, Mr. Porter testified he admonished Col. Katzentine against trying to discuss merits of ch. 10 case with then FCC Comr. Richard A. Mack. He said he gave "serious consideration" toward filing motion that Comr. Mack disqualify himself in ch. 10 case because of persistent rumors commissioner's vote had been "pledged" for National Airlines, which received grant on 4-1-1 vote. Action was not taken, he said, for lack of sufficient proof and fear it would hurt client's chances.

Rep. Harris questioned Mr. Porter at length about trade press reports, prior to FCC decision, that grant was going to National and asked if it was general practice for press to publish decisions before official announcement.

Reps. O'Hara and Wolverton asked Mr. Porter about second tv case, FCC grant of ch. 7 Seattle, in which he represented winning applicant Queen City Broadcasting Co. (KIRO-TV). Attorney declined to discuss aspects of case without client's consent.

Status of this week's hearing was left up in air when Rep. Harris adjourned Friday session without announcing further plans. Chairman obviously was unhappy because ch. 10 phase of hearings were not concluded and earlier in day said "we might be charged with a slowdown to keep out of other investigations" if subcommittee does not move on to other matters. Republican members of committee have been pressing for testimony from other witnesses Rep. Harris does not plan to call.

However, indications are that commissioners who participated in ch. 10 case will be called to testify tomorrow (Tues.). This would include former Comrs. George C. McConnaughey and Freida Hennock. After commissioners testify on ch. 10, three (Rosel H. Hyde, Robert E. Lee and Robert T. Bartley) will be asked about personal misconduct charges made against them. Rep. Harris also hopes to hear this testimony this week.

FCC Refuses to Deintermix Champaign-Urbana, Ill., Area

FCC Friday unanimously denied petitions to deintermix Champaign-Urbana, Ill., by deleting ch. 3 (WCIA [TV]) there. Commission said Champaign-Urbana was not predominantly uhf community and that surrounding uhf outlets do not provide Grade B service to that area. It pointed to vhf services in area, and said that if ch. 3 were deleted a "significant" number of people now receiving tv would lose this service.

Petitions were filed by ch. 20 WICS (TV) Springfield, and ch. 33 WCHU (TV) Champaign, and ch. 17 WTVP (TV) Decatur, all Illinois.

Commission also added ch. 8 to Carbondale, Ill., specifying non-commercial, educational use, and made ch. 61, formerly educational, available in same city for commercial use. It added ch. 3 to Harrisburg, Ill., and gave ch. 22 WSIL-TV Harrisburg permission to use ch. 3 there until outcome of comparative hearing for that channel. And, FCC denied petition by Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) to assign ch. 13 to Cartter, Ill.

All commissioners were present except Comr. Ford.

Marcato in MBS Sales Expansion

Expansion of sales activities by Mutual to be announced this week with appointment of Robert Marcato to as yet untitled post working with sales Vice President Sidney P. Allen. Mr. Marcato formerly was eastern sales manager of ABC Film Syndication and before that daytime sales manager for NBC-TV.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

SHOPPING AT NETWORKS • Chesebrough-Pond's Inc., N. Y., which this week moved to consolidate all domestic advertising, sales, merchandising and market research under newly-created domestic marketing division, is also looking for half-hour network time period to start last week in June. Firm has bought program through Norman, Craig & Kummel (new agency for advertiser) titled "ESP". NC&K will service program, but J. Walter Thompson Co. reportedly will do commercials.

ANOTHER SHOPPER • Gulf Oil Corp., N. Y., whose distribution covers 70% of U. S. markets, reportedly looking for network television show to start in Fall. Young & Rubicam, N. Y., is agency.

NEW PLANS • Corn Products Refining Co. (Kasco dog food), heavy print advertiser, may be reconsidering media strategy. Donahue & Coe., N. Y., its agency, this week kicks off first cycle of non-consecutive 7-week tv spot pushes in 5 major markets, will continue through end of April, hiatus for three weeks and re-enter for three, then off for summer.

Bangor Tv, Phoenix Am Sold

Station sales announced Friday:

• WTWO (TV) Bangor, Maine—Sold by Murray Carpenter and associates to Maine Broadcasting Co. (WLBZ Bangor) for sum in excess of $500,000. Maine Broadcasting Co. is owned by Adeline B. Rines, William H. Rines and family. They also own WCSH-AM-TV Portland, and WRDO Augusta, Me. WTWO is ch. 2. CBS affiliate.

• KIFN Phoenix, Ariz.—Sold by Frank P. Redfield to Edward M. Sleighel for $175,000. Mr. Sleighel owns KABQ Albuquerque, N. M. Mr. Redfield retains interest in KLOS Albuquerque. KIFN is 1 kw daytimer on 860 kc. Broker: Blackburn & Co.

$8.9 Million Asked for FCC

Bill providing $8.9 million appropriation for FCC operation during fiscal year 1959 introduced in House Friday by Rep. Albert Thomas (D-Tex.). Fund compares with $8.3 million appropriated for current fiscal year. Bill provides $5.95 million for Federal Trade Commission. Report of appropriations subcommittee hearings showed FCC can process tv applications in 30-60 days if there is no contest but am radio applications require around eight months if there is no contest.

at deadline

Consolidated Net Income Rises 36% for CBS Inc. During '57

Net revenues and sales of CBS Inc. gained 8.6% in 1957 to reach total of $385,400,000 while consolidated net income climbed 36% to $22,193,400, according to company's annual report being released today (Mon.). Past year's earnings amounted to $2.90 per share on average number of shares outstanding, compared to $2.13 in 1956. Cash dividends of $1 per share were paid during year, plus 3% stock dividend at yearend.

Board Chairman William S. Paley and President Frank Stanton express view in opening statement that "1958 can be another year of reasonable increase in sales and profits for CBS" unless there is "damaging legislative or executive action, disruptive of the present relationships between the broadcaster and the American public." They base this on CBS-TV's "strong position," plus "the resurgence of radio."

Report says CBS Radio billings increased in 1957 for first time since 1950 and that network continued profitable [Editor's note: Presumably this includes revenues from owned stations, in view of recent testimony of top officials]; that CBS-TV billings were up 7% ("23.4% more than . . . any other single advertising medium"); CBS-TV film sales' volume rose one-third; Columbia Records became No. 1 in record industry with almost 40% gain, and Epic Records virtually doubled its 1956 sales; CBS-Hytron (tubes and semiconductors) continued to operate at loss but its results were better than in 1956. CBS Labs "did significant work" on stereophonic records and tapes, expanded research to include magnetics and some aspects of solid-state physics, and developed miniaturized phonograph and 8⅓ rpm record for Talking Books for the Blind; CBS International ran into more competition from foreign manufacturers but ended 1957 with sales and profits "well ahead" of 1956.

CBS-Hytron Has Cathode Tube With 6,000-Line Resolution

New ultra-high resolution cathode ray tube for use as surveillance eye in satellites and in other military and industrial tv closed-circuit applications has been developed by CBS-Hytron, Danvers, Mass., manufacturing division of CBS Inc.

Over 100 of original 7-inch models with 6,000-line resolution have been in test operation past 18-months and newer prototype gives 12,000 lines (broadcast tv is 525 lines). Navy's test satellite proves solar battery could power tv tube, he said, thus enabling future satellite to photograph section of earth or sky, later transmit image to ground when passing over U. S. as tv eye scans exposed film at proper signal.

Obstacle heretofore has been distortion caused by large size of electron scanning beam in such tubes, new CBS-Hytron tube having "microscopic" beam and short persistence phosphers in screen. Resolution exceeds that of commercial photographic film and ability of human eye, it was reported.

Cole New Guild Films President, Kaufman Continues as Chairman

Elevation of John Joseph Cole, sales vice president, to presidency of Guild Films is being announced today (Mon.) He succeeds Reub Kaufman, who nominated him for presidency and who will continue as executive committee chairman and member of board.

Arthur R. Lerner, assistant treasurer for past two years, was elected treasurer, and George J. DeMartini, who has been vice president and treasurer, was named vice president and secretary.

Mr. Kaufman, who became ill last fall and underwent an operation which was followed by almost three months' recuperation, will continue actively as chairman of firm, which he and his wife founded.

Six Opponents to Smathers Bill Slated to Face Hearing April 15

Six witnesses opposed to Smathers Bill (S 8234), banning broadcast licenses for firms engaged in music publishing or record business, will appear at Senate Commerce subcommittee hearing April 15, (early story, page 76). Nicholas Zapple, Communications advisor of full Commerce committee, Friday said first series of anti-bill hearings will end April 17, resuming in May.

Witnesses scheduled April 15: Sydney Kaye, BMI counsel; James L. Howe, WIRA Fort Pierce, Fla., president of Florida Assn. of Broadcasters; Gene Autry, broadcaster-publisher-songwriter; Harrison Kerr, dean, College of Fine Arts, U. of Oklahoma; Milton E. Mitler, WADK Newport, R. I., president of Rhode Island Broadcasters Assn., and Ben Strouse, WWDC Washington.

Others to appear against bill include Gov. Frank C. Clement, of Tennessee; Sammy Kaye, orchestra leader; Jane Pickens, singer; Eddy Arnold, singer; Ray Bloch, orchestra leader; Pee Wee King, singer, and a number of broadcasters and disc jockeys.

Time Reports Record Revenues

Time Inc. (publishing company and five tv station owner), N. Y., last year had record total revenues and second highest net income in history of company. In annual report released today (Mon.), Time shows $12,024,000 in net income compared with $13,850,000 for previous year; $254,096,000 in net revenues (after commissions and discounts are deducted), an increase of $24,722,000 over 1956. Time said it had "rounded out" its position in tv with five vhf stations: Time owns WFBM-AM-TV Indianapolis; WTCN-AM-TV Minneapolis; WOOD-AM-TV Grand Rapids; KLZ-AM-TV Denver and KDYL-KTVT (TV) Salt Lake City. Revenues included sales of magazines, books and advertising; radio and tv; pulp and paperboard; paperboard containers, timber poles and piling; printing plates and scanned negatives plus various products and services.

PEOPLE

GEORGE K. UTLEY, commercial manager of WFAA Dallas, to become station manager. **MIKE SHAPIRO,** formerly vice president-managing director, KTUL-TV Tulsa, will be WFAA-TV station manager. Appointments, announced Friday by Alex Keese, director of WFAA-AM-TV, effective April 15.

DAVID C. ADAMS, NBC executive vice president, named by network as its director on NAB Radio Board. He succeeds Charles R. Denny, who becomes RCA vice president in charge of product planning.

EDWARD T. INGLE, 60, former radio-tv director of Republican National Committee, died Friday at Garfield Hospital, Washington, as result of virus pneumonia complicated by heart condition. He had operated public relations firm and at one time was with NBC.

MRS. PHILIP J. HENNESSEY JR., wife of veteran Washington, radio-tv attorney, died suddenly Friday afternoon, reportedly of cerebral hemorrhage.

ABC Sets Programming Format For Revised Network Operations

Policy statement on future operations of ABC's radio network being released today (Mon.), outlining programming format consisting of *Breakfast Club,* newscasts, religious and other special public service programs (early story, page 86).

New format, effective April 6, differs from earlier speculation in that additional news programs will be carried. Officials said these have not yet been set, however. In addition, news-alert warning system promised few weeks ago, at request of affiliates, will be part of new programming. This system enables network to alert stations instantaneously when major news is breaking [NETWORKS, Feb. 3].

Chairmanship of Tv Code Board Assumed by Clipp at D. C. Meet

Roger W. Clipp, Triangle Stations, becomes chairman of NAB Television Code Review Board today (Mon.) as two-day meeting opens at NAB Washington headquarters. He succeeds William B. Quarton, WMT-TV Cedar Rapids, Iowa, who leaves board after serving maximum two terms.

In announcing chairmanship, NAB President Harold E. Fellows said E. K. Hartenbower, KCMO-TV Kansas City, will fill board vacancy created by Mr. Quarton's departure. Donald H. McGannon, Westinghouse Broadcasting Co., who has been serving partial term created by vacancy, was reappointed to full two-year term.

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON is No. 1 in SF	
Share of sets-in-use	
KRON-TV	38.5
Sta. B	35.1
Sta. C	26.7

ARB, Feb. '58

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

NOW SHOOTING AT ZIV STUDIO!

IMPACT

Never before

SUCH STARS...SUCH IMPACT!

EVERY WEEK IMPACT STORIES LIKE:

"5 HOURS TO LIVE" starring STEVE McNALLY ..... *SUSPENSE!*

"THE CAVE" starring CESAR ROMERO ..... *WESTERN!*

"NO WAY OUT" starring PAT O'BRIEN ..... *MYSTERY!*

"TATTOO ARTIST" starring DAVID BRIAN ..... *LAW ENFORCEMENT!*

"POLICE DOCTOR" starring GENE BARRY ..... *ACTION-ADVENTURE!*

ZIV Television

THE HOT, HOT SHOW OF '58!

PAT
BON
BRI
IRE
HOW
SKP
MAR
GEN
ADO

TO'BRIEN ◎ CESAR ROMERO

NTA GRANVILLE ◎ DAVID

IAN ◎ LOLA ALBRIGHT ◎ JOHN

LAND ◎ STEPHEN McNALLY

WARD DUFF ◎ HANS CONRIED

P HOMEIER ◎ KENT TAYLOR

RA RIVA ◎ JOHN BERARDINO

VE BARRY ◎ NEVILLE BRAND

OLPHE MENJOU *Your host*

NATIONAL SPOT ADVERTISERS LIKE

ARE BIG ON WBUF IN BUFFALO

HERE'S WHY:

More and more viewers! Right now, Channel 17's daytime share of audience is 269% greater* than it was when NBC purchased WBUF in December 1955!

WBUF, with 1,000,000 watts of selling power, beams your sales messages into seven out of every ten homes on the Niagara Frontier. Sell on WBUF and you sell big in New York State's second largest market – a market that spends well over $380 million every year for grocery products.

WBUF | CHANNEL 17 | NBC IN BUFFALO

SOLD BY NBC SPOT SALES

*Source: ARB

Handled With Care

EDITOR:

I have had many favorable comments on the article of mine you published in your MONDAY MEMO [Feb. 24].

It was extremely well handled by you and your people and I appreciate the "use of the hall."

John P. Cunningham
President
Cunningham & Walsh Inc.

On Time

EDITOR:

We'd like permission to use facts and figures appearing in your fine publication. At the moment the request is for "Television Time Sales" and "Radio Time Sales" from page 69 of the Feb. 24 issue.

Gene Seehafer
Needham, Louis & Brorby
New York

[EDITOR'S NOTE: Permission granted.]

Fm's Solo in Oakland

EDITOR:

Your now-famous April fm-status issue [STATIONS, April 8, 1957] has inspired a number of fm applications. Let me tell you how it worked out in my case.

There were three Bay Area channels left when I applied for a station in Oakland. They're all gone now, and mine is the only one in Oakland. When I applied, I figured on a five-hour day, with yours truly doing all the work (and maybe working somewhere else to support it).

Now, when we go on the air May 15, we'll be running from 8 a.m. to midnight, with a staff of five. And enough time presold to meet expenses!

Apparently fm has arrived to stay. I, for one, thank you for your part in it.

Dan Solo
KAFE (FM) Oakland, Calif.

In 'Perspective'

EDITOR:

Would you kindly advise me as to the availability of reprints of your article, "Radio: Who Listens, When, Where" which appeared on page 130 of the Feb. 24 ("Perspective: '58") edition of BROADCASTING.

Ken Early
Sales Representative
WDXB Chattanooga, Tenn.

[EDITOR'S NOTE: Reprints are available at $15.00 per hundred.]

Impressed in Chicago

EDITOR:

I was very much impressed with the two chapters you published from the J. Walter Thompson Co. "Tv Primer" in your March 10 issue.

I would like to order 50 reprints of that article.

Seymour Banks
Manager, Media Planning Research
Leo Burnett Co., Chicago

[EDITOR'S NOTE: Reprints have been sent to Mr. Banks. They are available to all readers at ten cents each.]

Second Blush

EDITOR:

Imitation is the sincerest form of flattery. So says radio station KFWB concerning the KBUZ Phoenix billboard as pictured in BROADCASTING [PROGRAMS & PROMOTIONS, March 3]. KFWB's billboard was designed by Jack Roberts, Carson-Roberts Advertising, and was posted around Los Angeles from Jan. 15 through the end of February.

Blanche E. Butler
Director, Promotion & Publicity
KFWB Los Angeles

Class Distinction

EDITOR:

Please begin three month bulk order twenty-six subscriptions.

Arthur M. Barnes
Professor
School of Journalism
State University of Iowa
Iowa City, Iowa

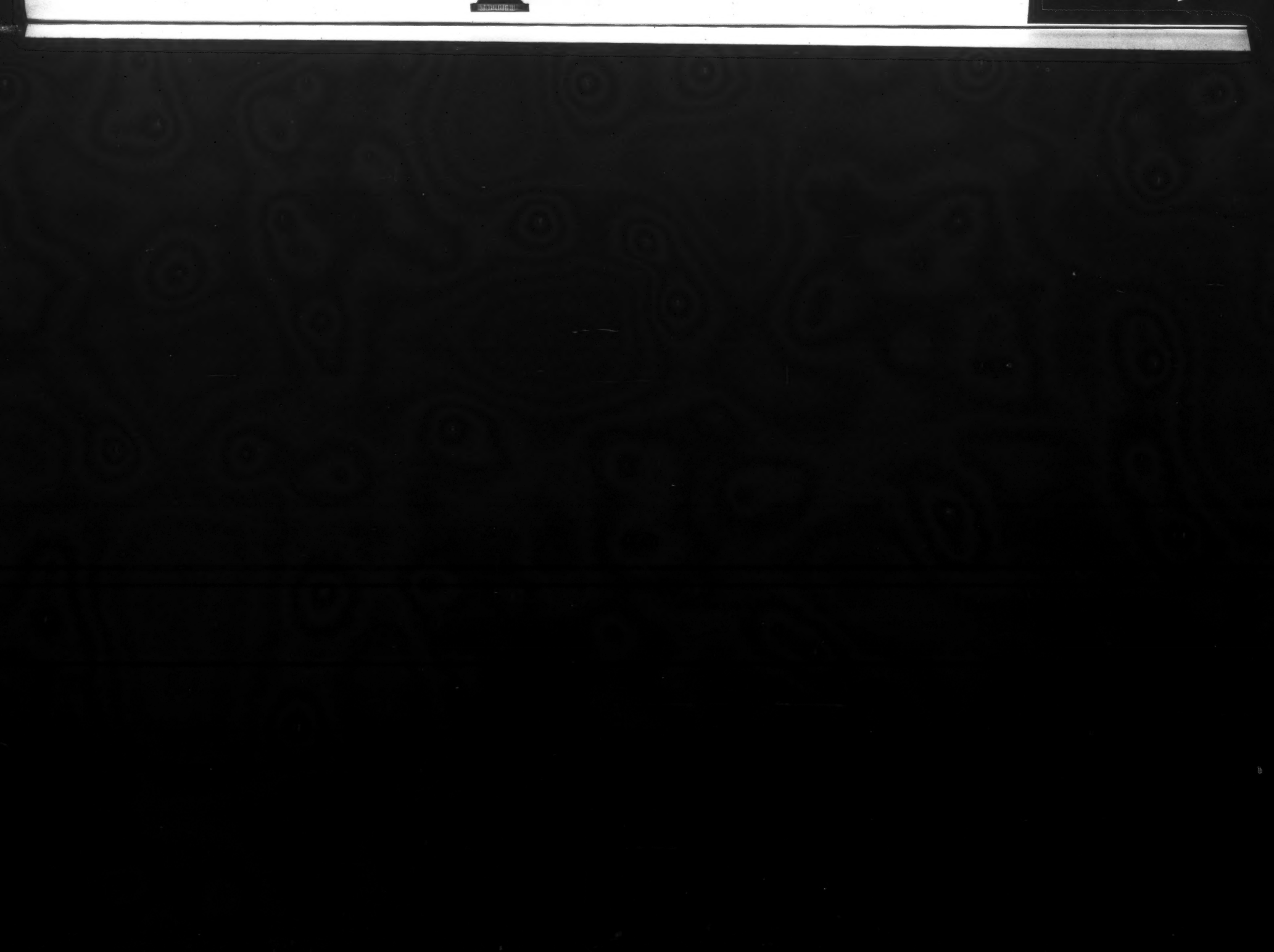
EDITOR:

Confirming our telephone conversation please consider this an order for 27 3-month subscriptions.

Eugene S. Foster
Chairman
Radio and Television Center
Syracuse University
Syracuse 10, New York

ABOUT THE YEARBOOK

BROADCASTING has received scores of letters in recent weeks asking the whereabouts of the radio YEARBOOK, ordinarily published at this time of year. In answer: Beginning this year, both tv and radio YEARBOOKS are being combined into a greatly expanded and improved single edition, scheduled for publication in September. The combined YEARBOOK will be priced at $4. Current subscribers whose subscriptions include either one or both of the two YEARBOOK issues will receive the new edition at no additional cost.



In Rochester

WBBF's

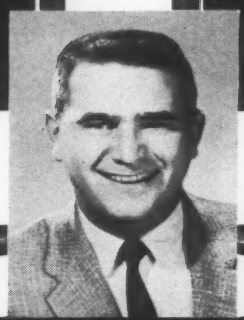
Big Buy Features
have the "draw" power...
morning, afternoon and evening

a maker of hits and an accredited salesman, **JOE DEANE's** the city's highly popular "Mr. Recorded Music!" (daily 12:15-3 p.m. daily 6:30-8 p.m. Sunday 12:15-5 p.m.)

Unchallenged king of the afternoon airwaves: **NICK NICKSON's** civic activities make him a bed-rock part of the city that eagerly buys what he sells! (daily 3-6 p.m. Sunday 5-7:30 p.m.)

everybody knows **MORT NUSBAUM** . . . for 20 years the most effective salesman in town! (daily 7-10 a.m.)

News veteran **RALPH KNOX** noted for the pace and reliability of his local coverage! (daily at 7, 8 & 10 a.m., at 12 noon and at 6 p.m.)



Former star quarterback **BILL SCHWING** covers sports . . . lets athletes talk for themselves! (daily at 6:10 p.m. and at 11:05 p.m.)

lively salesmen who make

WBBF

the live-li-est station in town!

Want to enliven sales? Call

VENARD, RINTOUL & McCONNELL, inc.

a star broadcasting station

WBBF, Rochester, N.Y.
WTLB, Utica
WGVA, Geneva

INTER

The dynamic Twin Cities of the South, Tampa-St. Petersburg are the center of a prosperous INTERURBIA of contiguous cities and communities that soon will extend from Sarasota to Jacksonville! Dominate the 34th retail market* with consistently top rated WTVT!

**Sales Management's Survey of Buying Power, May 1957*

The WKY Television System, Inc. • **WKY-TV and WKY Oklahoma City** • **WSFA-TV Montgomery**

URBIA

TAMPA – ST. PETERSBURG NOW 10th IN RETAIL SALES PER CAPITA

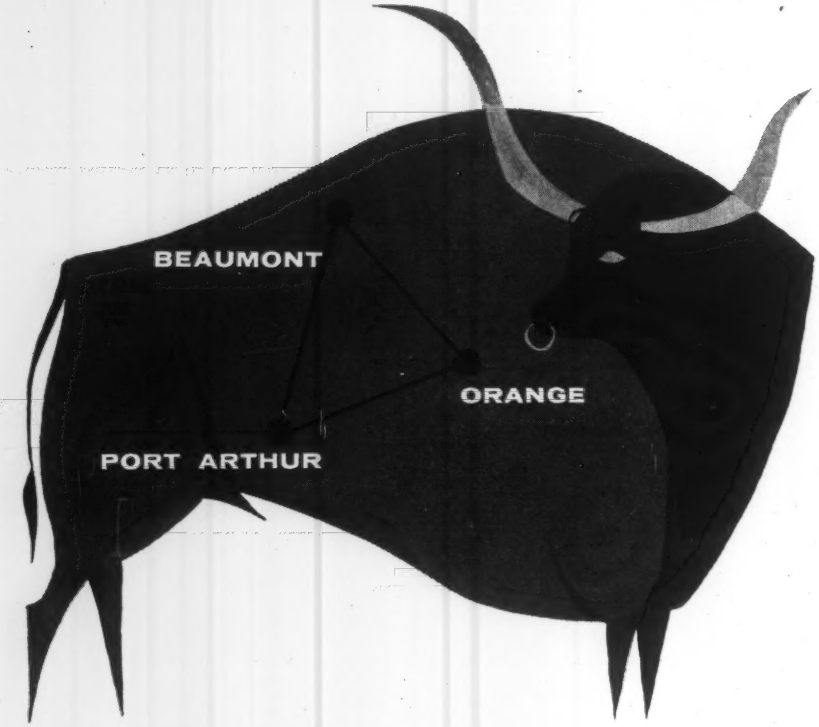
(U. S. Department of Commerce)

Latest ARB proves: 33 of 50 top shows are on

WTVT

CBS Channel 13

Represented by the Katz Agency



A good market steer! The entire

Beaumont-Port Arthur-Orange

area (Texas' fourth market)

is yours when you buy . . .

KFDM Beaumont Radio and TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

*Occupation Required

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*Reg. U. S. Patent Office
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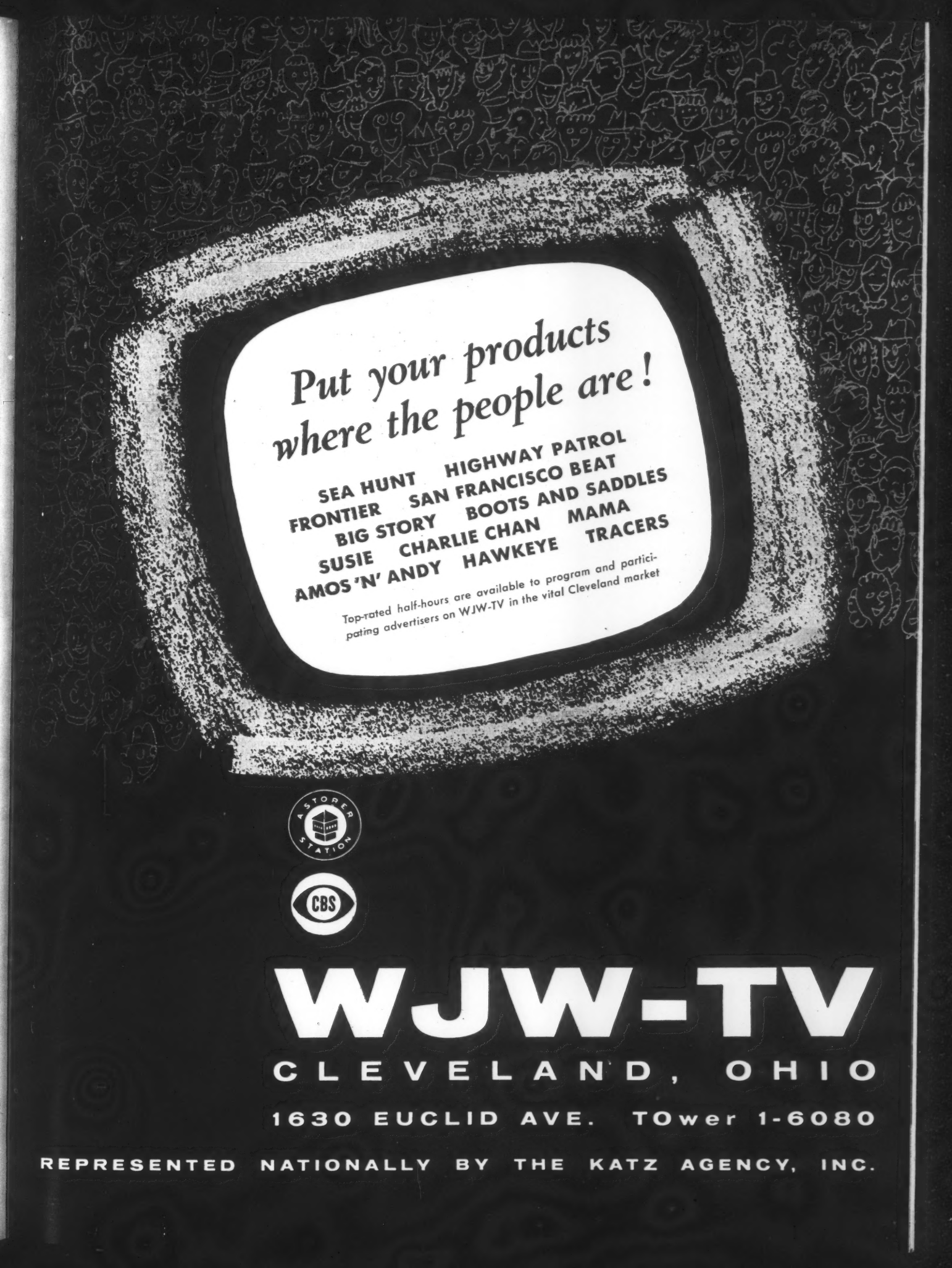

Put your products where the people are!
SEA HUNT
HIGHWAY PATROL
FRONTIER
SAN FRANCISCO BEAT
BIG STORY
BOOTS AND SADDLES
SUSIE
CHARLIE CHAN
MAMA
AMOS 'N' ANDY
HAWKEYE
TRACERS
Top-rated half-hours are available to program and participating advertisers on WJW-TV in the vital Cleveland market
A STORER STATION
CBS
WJW-TV
CLEVELAND, OHIO
1630 EUCLID AVE. TOwer 1-6080
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

PRE-TESTED

the adventures of

TUGBOAT ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Motion Picture Feature

Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior" —"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

KITTY FOYLE

Perhaps the televised story of *Kitty Foyle* will gain a large and loyal following. Others —the casual viewers—are going to need scorecards. Trying on a now-and-then basis to follow the panorama of characters and action surging about the heroine can lead only to vertigo.

A point in favor of the new series is its half-hour length, even though sometimes it takes 10 minutes to get oriented. Other solid elements are acting, staging and camera work. As for writer Carlton E. Morse, the world of Miss Foyle is no *One Man's Family*, the radio series which goes on interminably to the author's great credit. But then, these are not Mr. Morse's characters and he doesn't need to take responsibility for them.

Still this "natural history of a woman" bids fair to engross whoever can spare a faithful half-hour and whoever is not antagonized by the intrusive organ background.

Production costs: $25,000 per week.
Sustaining on NBC-TV, 2:30-3 p.m. EST, Mon.-Fri.
Production by Henry Jaffe Enterprises; executive producer: Charles Irving; assoc. producer and director: Hal Cooper; writer: Carleton E. Morse, from an original story by Christopher Morley.
Cast: Kathleen Murray, Ralph Dunn, Bill Redfield, Valerie Cossart, Staats Cotsworth, and others.

PLAYHOUSE 90

In 1940, "The Male Animal" was a smash hit on Broadway. Later it was made into a successful motion picture. When *Playhouse 90* brought tv the James Thurber-Elliott Nugent comedy-drama of the transformation of a thoroughly civilized man into a male animal, it should have been a great event. Instead, the telecast contained a number of very funny scenes and several tensely dramatic ones, but did not add up to first rate viewing.

Why? The plot is as timely today as it was in 1940. Performances were not the problem; the acting was top drawer. Andy Griffith did himself proud as Thomas Turner, mouse or tiger. Edmond O'Brien scored heavily as the All-American returned to the scene of his glory. Ann Rutherford's portrayal of the instructor's wife was an understandable mixture of love for her husband, annoyance at his stubborn resistance of authority for a silly principle, desire for a bit of harmless fun and attraction to the idea of running off with an old admirer. Gale Gordon was the same opinionated domineering character as university trustee he has been for years as principal of *Our Miss Brooks'* Madison High. Richard Sargent made the editor of the college paper a truly adolescent mixture of culture and callowness. Charles Ruggles played expertly his role of the dean who avoided trouble by never reading his classes "anything later than the 17th century."

Don Mankiewicz adopted the play for tv with tender loving care, retaining the essential scenes almost verbatim, rewriting as little as possible, but condensing the stage play to tv time by pruning out characters and actions not needed to push the plot along. That condensation was the production's trouble. The leisurely action that occupied a full half-hour of the first act on Broadway was cut to a few minutes of airtime. Whereas the theatre audience watched a state of rather dull normality develop gradually into a predicament of frenzied crisis, the tv audience got the crisis fullblown without the background. As is so often true of tv adaptions, the clock's the villain that foils the best intentions and craftsmanship.

Production costs: Approximately $90,000.
Sponsored by American Gas Assoc. through Lennen & Newell, Marlboro and Allstate Insurance through Leo Burnett, Bristol-Myers through BBDO and Kimberly-Clark through Foote, Cone & Belding, live on CBS-TV March 13, 9:30-11 p.m. EST.
Producer: Martin Manulis; director: Vincent J. Donehue.

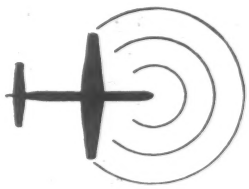
BOOKS

MADISON AVENUE, U.S.A., by Martin Mayer; Harper & Bros., 49 E. 33rd St., New York, 332 pp. $4.95.

For over a decade now—or ever since Frederic Wakeman left Foote, Cone & Belding to write *The Hucksters*—the hapless denizens of Ulcer Gulch have found themselves pinned down by literary crossfire, much of it emanating from within their own camp. The adman's worst enemy apparently has been his disgruntled and frustrated colleague in the next cubicle, hard at work grinding out The Great American Expose rather than one of the Hundred Great Ads.

His best friend may yet turn out to be an outsider, 31-year-old freelancer Martin Mayer, whose *Wall Street: Men and Money* made quite a splash in that precinct several years ago. For Mr. Mayer is that rare species of Madison Ave. birdwatcher, an immensely fair, meticulous reporter with a phonographic ear for playing back executive pronouncements as faithfully as the manner in which they were first uttered. With wit, finesse and a sociologist's eye for describing tribal habits, Mr. Mayer has written what might well be *the* definitive study of advertising in America at mid-century—no mean task. His outlook is not that of the textbook writer; he leaves that task to Prof. Albert W. Frey. The book makes no pretense to cover the entire subject and, as such, the author is free to probe quite deeply beyond the crusty outer shell of Madison Ave.—past the fictionalized strata of oversexed vice presidents and into the working arena of the man in the gray flannel suit. (Apropos, Mr. Mayer has proof that the suit is really the armor of the public relations man, not the adman).

While Mr. Mayer is fair, he does not lean over backwards; rather, he peers rather closely at his subjects, radiates "empathy" —the favorite word at Norman, Craig & Kummel—and a professional's appreciation of the life and (often) hard times of the advertising practitioner. He dwells not on the clowns of commerce, instead deals with the giants of the industry. The fact that Mr. Mayer spends most of the book with only a handful of agencies, especially Thompson and Bates, should not detract from its quality.



NOW—UNITED IS THE FIRST AND ONLY COAST-TO-COAST AIRLINE WITH RADAR ON EVERY PLANE

This means smoother flying, more on-time arrivals . . . *extra* confidence and assurance for you. Radar is one more United investment in the comfort and *convenience* of its passengers. And it's one more good reason to fly United, the Radar Line.

UNITED AIR LINES

NTA's "SHOW BUSINESS"

NTA's "SHOW BUSINESS" with George Jessel . . . the kind of television program your viewers will never forget—because it helps them to remember. Remember the greatest moments in the entertainment world . . . *and your product!*

NTA's "SHOW BUSINESS" . . . the show that provides a new excitement *every* week . . . a panorama of the wonderful world of entertainment from Vaudeo

NOW MAKES SHOW BUSINESS HISTORY!

to Video . . . nostalgic, warm, crowded with chuckles and belly-laughs . . . the kind of television program *the whole family will love!* **39 Fabulous Half-Hours for national and regional sponsorship . . . Available Now!**

We'll be happy to arrange a screening . . . at your home or office —you name it!

HAROLD GOLDMAN, Executive Vice-President

NTA

National Telefilm Associates, Inc.

Coliseum Tower 10 Columbus Circle New York 19, N. Y.
JUdson 2-7300

ATLANTA:	BOSTON:	CHICAGO:	DALLAS:	HOLLYWOOD:	MEMPHIS:	MINNEAPOLIS:	TORONTO:	LONDON:
Trinity 3-3343	Liberty 2-9633	Michigan 2-5561	Riverside 7-6559	Olympia 2-7222	Jackson 6-1565	Federal 8-7013	Walnut 4-3766	Vigilante 4557

Now it just takes one *BIG* one to cover the Mid-Gulf!

For two years, WKRG-TV has been pulling further and further ahead in the BILLION-DOLLAR-PLUS Mobile Market. Also Nielsen (No. 2) gives WKRG-TV *46,000 extra families in seven extra counties* over Station "X".

NOW TALLER TOWER ADDS NEW POWER

Now the tallest tower in the Mid-Gulf Coast area . . . 1199 feet above sea level, 1057 feet above average terrain . . . adds still more to WKRG-TV's basic coverage. The map below shows this greater power. For the full story of the No. 1 Station in the Mid-Gulf area, call your Avery-Knodel man or . . . C. P. Persons, Jr., V. P. and Gen. Mgr.

CHANNEL 5 WKRG-TV
MOBILE, ALABAMA
Reps. Avery-Knodel
CBS

IN PUBLIC INTEREST

EQUIPMENT DONATED • KRCA-TV Los Angeles has presented a color tv monitor and a precision cathode ray oscilloscope from the station's transmitter plant to the department of engineering and technology of Pasadena City College. The equipment, originally valued at approximately $5,000, was presented by John Knight, engineer in charge of KRCA-TV, as part of a cooperative effort between college and station to advance technical education.

POLL SETS SITE • WHBC Canton, Ohio, registered 5,886 opinions telephoned by listeners during its 19-hour broadcast schedule March 12 in a poll to determine the location of a new City Hall. Voters of Canton had approved the building without specifying its site. WHBC's tabulated results (61.5% like the present site) were sent to every member of the City Council and City administration. With the listener mandate, the mayor and council members concluded the question had been answered and are proceeding with plans for immediate construction, WHBC reports.

A CERTAIN TYPE • WCAU Philadelphia responded to a blood emergency at a local hospital March 1 with special bulletins requesting all "O-Negative" blood donors to report immediately to the hospital. By 3 p.m. that day the hospital blood bank reported more than 200 phone calls from potential donors and other donors appeared in person.

BUTTONED UP • KRNT-TV Des Moines d.j. Bill Riley urged listeners to his noontime show to help meet the need for buttons by the Des Moines Goodwill Industries. In two weeks more than 200,000 buttons were piled in the KRNT-TV studios. As an added feature Mr. Riley ran a button-count guessing contest and a local businessman donated a $200 merchandise prize for the winner.

OFFERS PR COUNSEL • Anderson & Cairns, New York advertising agency, has volunteered as public relations counsel for New Eyes for the Needy Inc., Short Hills, N. J., a non-profit national service organization which provides eyeglasses for those who cannot afford them.

TAX FORUM • WTOP-TV Washington presented four income tax experts from the Internal Revenue Service on their own panel quiz program two weeks ago. *Operation Form 1040* provided answers to income tax problems telephoned by viewers to the panel via a special line hookup. The program is one of a series of income tax programs to be presented before April 15. During the hour show more than 150 questions were answered by the experts. IRS officials plan to extend the program in its present format to other districts throughout the country.

REWARD OFFERED • WLOF Orlando, Fla., has offered $500 cash for information leading to the arrest and conviction of the person or persons responsible for a series of bomb scares in Orlando which closed six schools Feb. 26. The offer was aired on all newscasts as part of the station's on-the-spot coverage of the story.

1ST

• to consider

• in HOUSTON

the new • KTHT

• 5000 watts 790 kc

now represented by

• ADAM YOUNG INC.

New York · Chicago · St. Louis · Atlanta · Los Angeles · San Francisco

Across-the-Board News= All Aboard, Union Pacific!

IF you're coming or going in Southern California (and most of the area's eight million usually are), Union Pacific will reach you... VIA KBIG RADIO.

U P HITS SOLIDLY at the 99% radio homes and 80% radio-equipped cars (1¼ autos per family!) with *four newscasts a day* on The Catalina Station.

"WE PICKED KBIG four years ago as a basic for Union Pacific" says Marion Welborn, Vice-President, The Caples Company advertising agency, "because its 10,000-watt island-based signal on 740 kc covers all eight counties of Southern California, at lowest cost-per-thousand. This year we have quadrupled KBIG programming for the railroad."

"NEWS ON KBIG has both quantity and quality" adds H. J. Forbes, Union Pacific Los Angeles advertising manager. "Hourly reports from AP, UP, and City News Service, plus Sigalert traffic bulletins, give us complete coverage. The air work of Alan Lisser and Larry Berrill, year-after-year award winners in their field, assures prestige."

WHATEVER YOUR CATEGORY, your KBIG or Weed contact has a handy file of case histories to help your evaluation of Southern California Radio.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Willson Masters Tuttle

IF a Hollywood talent scout hadn't happened to be in the audience of a Blackfriars show at the U. of Chicago on a May evening in 1934, Willson Masters Tuttle might today be checking legal briefs instead of tv scripts. But the scout was there and young Tuttle was soon on his way to Hollywood, a Fox Films Corp. studio contract in his pocket. Abandoned without a pang was the legal career mapped out for him by his lawyer father.

For the next two years, Bill Tuttle's working hours were spent largely at Fox's Western Ave. studios. Today, nearly 25 years later, Mr. Tuttle is again spending part of his work week at these studios, now occupied by TCF Television Productions. This time, he is not there as an actor but as vice president of Fuller & Smith & Ross and manager of the agency's new office in Beverly Hills, Calif., to supervise production of the *Perry Mason* tv programs on behalf of Libbey-Owens-Ford, alternate sponsor of the series on CBS-TV. For another F&S&R account, Aluminum Co. of America, he also keeps a watchful eye on Four Star Films' *Alcoa Theatre* on NBC-TV.

Even more of Mr. Tuttle's time and attention is devoted to the future programming of these and other clients of his agency. "Right now I'm busy checking new program ideas for the 1959-60 season," he said last week. "The packagers and networks are all thinking that far in advance and we've got to keep up with them. It's no longer safe to wait to look at pilots when they hit Madison Ave. I'm reading scripts and synopses and discussing ideas that haven't even been written down yet, trying to get options on the kind of tv material that will most effectively serve the interests of our accounts.

"That's on the assumption that they'll still be using tv two years from now," he added. "Even the largest advertisers are taking a long, hard look at their tv expenditures and if the producers and networks and syndicators don't find some means of keeping their costs from spiraling out of sight, a lot of companies may well be driven back to pen-and-ink advertising."

Between Mr. Tuttle's first visit to Hollywood as a 20-year-old actor (he was born in Chicago on Feb. 8, 1914) and his present post there, his career has encompassed a variety of disparate but not entirely unrelated activities. In 1936 he returned to Chicago as a member of the resident acting company of the Art Institute's Goodman Theatre and a year later he continued east to act in two Schubert productions on Broadway. In 1937 he also entered radio as an announcer at WOR New York, successively becoming night manager and head of production for that station. WOR originated many programs for MBS, a circumstance that led to a meeting with Bourne Ruthrauff, then a vice president of Ruthrauff & Ryan. Further meetings led to an invitation to join the agency and on Jan. 1, 1940, Willson Tuttle left WOR to become supervisor of daytime programs at R&R.

AFTER an interlude with the program production firm of A & S Lyons, he returned to R&R in 1943 as head of new program development and executive producer of *The Shadow, Lanny Ross Show* and *Court of Missing Heirs.* The next year took him back to Hollywood as producer of *Everything for the Boys,* sponsored by Electric Auto-Lite on NBC with Ronald Colman as star. In 1946 he became a board member, vice president and client contact executive of Ruthrauff & Ryan.

The switch of Lever Bros.' *Big Town* tv series from live to film in the fall of 1952 kept Mr. Tuttle in Hollywood much of the time. He returned to New York with the conviction that film would soon become the core of tv programming and the desire to get into the tv film business. The first of the next year, when United Television Programs was reorganized through a merger of the original UTP with Gross-Krasne and Studio Films, its letterhead bore the name of W. M. Tuttle as president. But things didn't work out as expected and in the summer of 1953 he joined the John Gibbs program organization as vice president in charge of sales and program development, handling such programs as *Robert Montgomery Presents, Schlitz Playhouse of Stars, Welcome Travelers* and *Charter Boat* (filmed in Bermuda).

In May 1955, Mr. Tuttle was named vice president of F&S&R and tv supervisor for Alcoa, for which he arranged sponsorship of the *Alcoa Hour,* dramatic series broadcast live from New York. Early in 1958, after the program had changed from 60 to 30 minutes, from live to film and from New York to Hollywood, he moved west to open the agency's Southern California office.

When Mr. Tuttle first joined Ruthrauff & Ryan in 1940, one of the daytime programs that came under his jurisdiction was *Big Sister,* starring Alice Frost. They were married June 27, 1941, and his only complaint about his move to California is that he is temporarily separated from his wife while she completes commitments to continue as *The Second Mrs. Burton* in the daytime radio serial of that name. His hobbies are golf, swimming and photography.

IN THE PUBLIC SERVICE OF GREATER DETROIT*

U. S. Senator

CHARLES E. POTTER

distinguished speaker at Detroit's first

"YOUTH RALLY DAY"

congratulates

WKMH

on Making an Important Contribution to Youth

Always in the forefront where community service events are concerned, WKMH set a new trail – blazing "first" with Detroit's "YOUTH RALLY DAY". More than 15,000 jammed the State Fair Coliseum to capacity, with thousands more turned away. Said Senator Potter —"Station WKMH is to be congratulated on this successful event. I am proud to have been a guest speaker before such an enthusiastic audience, and I am told that "Youth Rally Day" will become an annual affair."

**Ninth in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit.*

WKMH
DEARBORN-DETROIT
John J. Carroll, Managing Dir.

RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. ■ **FRED A. KNORR, Pres.**
Represented by Headley-Reed

THESE NINE gentlemen whose by-lines have recently been seen over BROADCASTING's well-read *"Monday Memo"* feature are perhaps best known for their ability to create productive *buy* lines. All are leading agency executives; seven, in fact, are presidents of their agencies. They know whereof they speak – and they have spoken in BROADCASTING, voicing expert opinions about radio and television advertising, the nature of commercials, subliminal projection, today's agency services . . . and an authoritative roster of other relevant subjects.

More than discussions . . . more than reviews of accepted facts . . . what these men have written exclusively for BROADCASTING is articulate and penetrating, reflecting the dynamism that has made them top figures in advertising. Small wonder that *"Monday Memo"*, in only a few months, has become one of the most-read, most-quoted and most-applauded features in radio-&-TV's foremost business publication.

HAVE YOU MET OUR WRITERS?

Yet *"Monday Memo"* is only one of many reasons why more people who count throughout the radio and television advertising field *PAY* to have BROADCASTING reach their desks every week. BROADCASTING has more *PAID* subscribers (as verified by the Audit Bureau of Circulations) than the next three radio-TV publications combined . . . more *PAID* circulation among agencies and advertisers . . . more *PAID* circulation among station management . . . more *PAID* coverage of everybody who's anybody in the whole realm of radio-&-TV business!

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

MARION HARPER
President, McCann-Erickson

"How Agency Services Cut the Risk in TV"

(A closer look at the many activities and "added services" provided by agencies that mean TV investments – rather than gambles – for the clients they serve.)

SIGURD S. LARMON
President and Board Chairman, Young & Rubicam

"On Being a 'Pioneer' or 'Settler' as Television Expands Its Frontier"

(The pros and cons of pioneering or being conventional in a medium where some risks are necessarily less calculated – but sometimes more rewarding.)

CHARLES H. BROWER
President, B B D O

"Even Chinese Proverbs Are Inadequate for the Picture With Right Words"

(A colorful evaluation of some basic advertising principles, with a final emphasis on television.)

ARTHUR C. FATT
President, Grey Advertising

"Don't Bury the Product You Have Come to Praise"

(Definitive thoughts on TV commercials – and some guiding principles toward their success.)

NORMAN B. NORMAN
President, Norman, Craig & Kummel

"Relate Your Sales Message to the Customer's Own World"

(Some pertinent clues to the enigma of successful advertising, pointing out the value of empathy.)

FAIRFAX CONE
President, Foote, Cone & Belding

"What's Really Wrong With TV Commercials?"

(Commentaries on present problems confronting TV commercials – and an optimistic note of appraisal.)

ROBERT E. LUSK
President, Benton & Bowles

"Needed: An End to the 'Huckster' Concept"

(A call to arms for all in advertising to combat the popular but fallacious concepts about the "ad man".)

WALTER WEIR
Executive Vice President, Donahue & Coe

"Subliminal Projection: Is It Worthwhile Or Will It Just Pass Away?"

(An examination of a timely controversy, concluding that SP is not long for this advertising world.)

HANK BOORAEM
Vice President, Radio-TV, Ogilvy, Benson & Mather

"John May Very Well Love Mary—But Does This Mood Match Your Commercial?"

(A provocative plea for commercials that match the mood of the program presenting them.)

Outstanding

ON THE DETROIT SCENE

GENERAL MOTORS TECHNICAL CENTE
Familiar landmark to Detroiters—the gleaming st
less steel tower identifying the General Mot
Technical Center, world-famous laboratory for the futu

JAC LEGOFF

WJBK-TV NEWSCASTER

It's the high acceptance of the Jac LeGoff newscasts (6:30 and 11 P.M.) that makes newscast time Channel 2 time in the 1,900,000 TV homes served by WJBK-TV. Definitely, Detroit's most frequently quoted, most widely watched, most outstanding newscaster.

One in a series of local personalities and features, complementing the fine CBS program lineup, that makes WJBK-TV a vital force in Detroit.

WJBK-TV

CHANNEL 2 DETROIT

100,000 watts, 1,057-ft. tower • Basic CBS
Full color facilities

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y., 230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Ca

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 12 MARCH 24, 1958

RATINGS: HOW THEY'RE USED, AND WHY

Few phases of today's broadcast business are (1) more discussed and (2) less understood than program ratings. That they are (3) important is crystal clear to anyone who has tried to sell a 5.2 against a 9.6.

A major attempt to find out why and how ratings figure in the buying—and selling—of broadcast time comes to light today (Monday) with release of results from a cross-country survey taken among 326 advertising agency buyers. The forum: NBC Spot Sales' Timebuyer Opinion Panel. The answers: see below.

A new insight into timebuyers' attitudes toward program ratings is revealed in survey results issued by NBC Spot Sales.

While "a small minority" of buyers favor "buying by the numbers" and another group of about the same size is just as heartily opposed to this practice, the substantial majority hold that ratings are at best a guide to be equated with such other factors as audience composition, surrounding material, frequency of exposure, station integrity, station standing in community, experience and overall know-how.

Other highlights of the report, which incorporates findings from the first survey among members of the new nationwide NBC Spot Sales Timebuyer Opinion Panel, include these:

• The average buyer has at least two rating services for use in buying spot television, and at least two for spot radio. Among the 326 buyers who responded to this survey, the leading services were American Research Bureau and Nielsen for spot tv, Pulse and Nielsen for spot radio.

• About two-fifths prefer to use the Nielsen or ARB "total homes reached" figures, where available, rather than project ratings to a coverage base.

• Approximately three out of ten buyers "regularly" consider the point spread that represents the "margin of error" in looking at a program rating, four out of ten do so "sometimes" and about three out of ten never do. Smaller agencies are more apt to disregard the point spread: 32% of this group said they never consider it, as against 22% among the larger agencies.

• More than four out of ten "frequently" or "sometimes" average the ratings of two or more services in order to get a composite, but only one out of twenty "always" does. Averaging also occurs more often in smaller shops; 31% of the panelists in agencies billing less than $5 million said they "always" or "frequently" follow this practice, while in the larger shops the total was 5%. Ratings are "never" averaged by 69% of the buyers in the large agency group; "never" by 37% of those in the smaller agencies. One-third of the buyers in smaller agencies and one-tenth of those in larger ones would like station representatives to submit "averaged-out" ratings on their availabilities sheets.

• Two out of five buyers have cost-per-thousand cut-off points beyond which they will not buy spot television. Such cut-offs are more common among the panelists in large agencies (24%) than in small ones (16%). NBC Spot Sales felt that "it is very likely that such cut-off points are established with reference to specific accounts, rather than as a matter of overall agency policy."

• Slightly more than half the panelists said they "always" or "frequently" use cumulative (unduplicated) audience data in buying announcements in strips, while 37% use it "sometimes" and only 9% "never." In bigger shops the "cume" is more popular (60% of buyers use it "always" or "frequently") than in smaller shops (47%).

• Buyers do not rely on just the latest ratings: three out of four said an "upward rating trend" over a period of months is an important factor in the decision to buy. But again this varies considerably by the size of shop. In large shops 85% of the panelists said it influenced their decisions; in smaller agencies, 67%.

• Apart from ratings, qualitative factors often spell the difference between a sale and a miss. Audience composition is probably the most important of these other factors: 96% of the panel consider it "always" or "frequently," and three-fourths of the group rated it important enough to warrant inclusion on the availability sheets submitted by salesmen. Other high-ranked qualitative factors, in order of mention: personality cooperation and merchandising services (each mentioned by more than half of the buyers); station prestige, sales success stories and mail-pull data. By and large, however, buyers in smaller agencies set more store by these factors than those in larger agencies.

The 326 panel members who responded to the first NBC Spot Sales survey represented 225 agencies in all parts of the U. S.

In releasing the results, Thomas B. McFadden, NBC vice president, expressed the view that creation of the panel "marks a giant step toward meeting a conspicuous need of the broadcasting industry." He said NBC Spot Sales felt it would "illuminate the changing nature and increasing problems of timebuying, and provide a sounding board for present-day theories and buying practices. Equally important, it will give timebuyers the opportunity to express themselves, as individuals and as a group."

Mr. McFadden thought the replies to the ratings questionnaires "help to isolate the actual use of ratings from the half-truths and suppositions surrounding them." He added: "We wanted to know the honest and thoughtful views of the men and women who use ratings in making daily decisions on how millions of advertising dollars are to be spent. . . . We feel we have succeeded to a large extent in this pioneering effort."

The report made clear that although the survey returns were substantial, they "are not meant to be projected to the total universe of several thousand persons engaged, directly or indirectly, in the purchase of broadcast time." Rather, they "represent an interesting reflection of current opinions and practices among a very important segment of the timebuying fraternity."

More than 75% of the respondents (245 out of the 326) added some thoughts of their own to questionnaire replies. For 45 of those comments, see page 32.

What 45 timebuyers think about ratings

The panel's reply on five ratings questions

What 45 timebuyers think about ratings

Formation of a "non-profit audience research organization" by agencies, advertisers and media was one suggestion that came back when NBC Spot Sales canvassed its new Timebuyer Opinion Panel on the subject of program ratings. This was only one of several proposals advanced by timebuyers, many of whose remarks are excerpted below. Among others:

That all markets be surveyed monthly; rating books should be published and delivered more quickly; each book should contain an alphabetical index of programs; services should initiate secret rating weeks; services should be "more fairly priced" for small agencies; all rating services should report audience composition figures; a station should report one rating service and not switch from one to another according to which gives it the best marks.

The comments:

SEYMOUR BANKS, *manager, media planning and research, Leo Burnett Co., Chicago.*

"Television (and radio, too) is a complex medium, and audience size is only one element in the entire selection procedure. Others are audience composition, cost, relationship between commercial and surrounding material—programs, announcements, etc.—geographical distribution of audience, patterns of accumulation and frequency of exposure over time."

ANN JANOWICZ, *manager, timebuyer department, Ogilvy, Benson & Mather, New York.*

"Ratings are indications and not conclusions. All rating services available should be reviewed and used as buying guides not for their numbers but for their indications of relating one availability to another. The more rating information available the better. Although the rating services are all supposed to be measuring the same thing—size of audience—the differences in their techniques tend to adjust their findings. Therefore, you cannot compare a rating of one survey with a rating of another. The comparisons must be made within the same survey. Two different surveys measuring the same period can quote different sizes of audience but a buyer can get some value out of using both by comparing trends and overall popularity appeals of program types."

PAUL CLARK, *timebuyer, Foote, Cone & Belding, New York.*

"Ratings are as necessary to air media as ABC data is to print media. They help determine value of advertising and keep costs at reasonable levels. The ever-present problems are that they are self-contradictory and conflict with other services in the same area."

W. ARTHUR FIELDEN, *Bishopric Green Fielden, Miami.*

"A. Need demonstration acceptable by layman as to adequacy of 'sample'. The statistical gobbledygook available is confusing.

"B. However [ratings are] far better than guesswork, client's, relative's opinions, etc. A useful tool if intelligently studied."

DOUGLAS K. BURCH, *media group supervisor, Leo Burnett Co., Chicago.*

"Ratings, while important, are but one measure of an availability's suitability and desirability. Experience, know-how and sound judgment are the good timebuyer's stock in trade. At best, ratings are but an indication, and a relative one at that. The worst possible fault . . . and one that too many stations as well as buyers are guilty of . . . is to treat a rating as an absolute measurement. Properly used, ratings are a guide, never a crutch upon which to support decisions."

ROLAND C. GALLMAN, *timebuyer, Erwin Wasey, Ruthrauff & Ryan, Los Angeles.*

"Since I buy spot tv in about 95% of the tv markets, ARB, the only service with extensive coverage of most markets, is the only one I can use; not only because it usually is the only service available, but for comparison of markets for a syndicated or network show. The advertiser wishes to see only ARB ratings. If we were not consistent, we could pick the service with the highest rating, when more than one is available. ARB reports are the easiest to read and work with."

TED GRUNEWALD, *vice president, Hicks & Greist, New York.*

"Rating services are given too much importance in arriving at timebuying decisions. Often they are misinterpreted . . . everyone has an axe to grind and uses a rating report to his advantage. Ratings have no relation to sales impact . . . passive listening is not reflected . . . nor who is listening or the buying power or needs of the listener."

PAUL DAVIS, *media director, McCann-Erickson, Los Angeles.*

"The greatest problem is the tendency on the part of relatively unsophisticated advertisers to rely entirely on ratings. Any experienced timebuyer knows that subjective judgment must be exercised and that rigid reliance on inflexible statistical buying formulas is too constricting for optimum purchasing performance. There remains a considerable educational job throughout the advertising profession in regard to the strengths and shortcomings of the present rating systems."

CHARLOTTE B. SMITH, *owner, Charlotte Smith Adv., Seattle.*

"Ratings, at best, are incomplete. They are—over a period of time—indicative of trends. But they tell too little about the audience—its age, its mood, its education, and most of all its 'wants'.

". . . The best help we know in filling in the gaps is an alert, well-informed station representative who is willing to, and does, report frankly on what his station can do, and so alerts us to opportunities gained in his more personal knowledge of the station and market.

ANITA WASSERMAN, *timebuyer, L. C. Gumbinner Adv., New York.*

"I am distressed at the widespread trend —and fight it in myself—to use ratings as the final, all-inclusive reason for making a buy. I am glad that our agency is not one of those which restrict timebuyers to the use of one rating service in making decisions. All are of use—all have their limitations, either in sample size, method used, etc. Judgment, experience, atmosphere for your spots to hit the audience you hope to sell, station's integrity and acceptance in the local community, all must be considered —not ratings alone."

JACQUE MOLINARO, *timebuyer, Mottl & Siteman, Beverly Hills.*

"A rating service is a tool of the trade. Its primary use is to show the client that he is buying circulation. The claims of the various rating services have gotten out of hand. Broadcasting is an intangible business and ratings, though for the most part based on half truths, are a tangible point on which to base a decision. If the industry would look at the ratings with a bit of humor instead of making a federal case out of each tenth of a rating point, we could all relax and find a little joy in timebuying."

HELENE SELLERY, *media buyer, Stromberger, La Vene, McKenzie, Los Angeles.*

"I feel we have over-estimated rating services and misused ratings to the point where most buyers are documented by statistical extensions to the nth degree of what should merely be an indication of the value of a spot or program. I find that creative buying will not meet with client approval unless it can be documented. This is a great handicap to a buyer and in turn, to the client. Lower rated programs and spots may have a greater concentration of potential customers but are passed up in favor of a lower cost-per-thousand or larger gross audience. Too much has been based on mathematics to the exclusion of good judgment."

SAL J. AGOVINO, *timebuyer, McCann-Erickson, New York.*

"Too much emphasis is placed upon ratings; however, they are our only source in determining the values of available time on a market-by-market basis to clients. To say, 'We feel this represents an improvement,' is not as strong a selling tool as, 'This represents an improvement as the following rating service indicates.' Rating services for the most part are doing the best job possible—this is all we can hope for."

TONI PEARSON, *timebuyer, Alvin Epstein Adv., Washington.*

"When the rating becomes the end, rather than the means, and a set of figures is accepted as the essence, rather than the symbolic figure of living, buying (or non-buying) flesh-and-blood people, timebuying is not

functioning properly in the over-all picture of advertising. In radio today, for instance, we see programming bowing to the Great Allah—"The Rating." "Top fifty's" the country over are replacing the sound programming where buying audiences remained loyal listeners. Where these listeners are going is not pertinent here, but do we honestly believe the "rock-and-roll" fan represents today's massive buying potential? Yet, station manager after station manager explains the program-switching (jumping into the sacrificial fires of the all-powerful rating) . . . "Because we're not getting the 'national business' we should." When the rating can reflect with scientific certainty the exact time and exact number of people who will be listening, giving their exact mood, age, intelligence level, economic stratum, etc.—then the rating may be considered scientific authority and will deserve devout adherence. Until then, however, common sense must govern the use of ratings."

ROBERT GLATZER, *timebuyer, Ben Sackheim, New York.*

"There are at least three things more important than ratings: the vehicle itself, the sponsor identification and the nature of the audience. I am in full agreement with Walter Guild's most perceptive article in *Variety* the other week. And while I, too, am worried when ratings go down, I am still more concerned that the right message is reaching the right audience. Why should ratings in tv be any more important than ABC circulation is for newspapers? After all, the *Times* carries more lineage than the *News,* even though its circulation is only one-third or one-fourth that of the *News.*"

MORT YANOW, *radio-tv director, Feigenbaum, & Wermen, Philadelphia.*

"1. Definitely feel that more effort should be made to fairly price rating service for small agencies.

"2. Favor 'secret' rating weeks.

"3. Favor ARB's Arbitron if can be made feasible economically.

"4. Favor less stress on ratings alone. Ratings at best are only indications.

"5. Favor audience composition for all ratings.

"6. Frown on stations using one service

The panel's reply on five ratings questions

Among the many questions NBC Spot Sales put to its panel of 326 timebuyers were these five especially significant ones. The answers are given as total of the entire panel (first column) and broken down into agency categories (second and third columns). The largest response in each column is in bold face.

HOW IMPORTANT IS AUDIENCE DATA?

To what extent do you consider audience composition data in the purchase of announcements?

	Total	Billing Over $5 Million	Billing Under $5 Million
ALWAYS	**59%**	**61%**	**58%**
FREQUENTLY	37	37	37
SOMETIMES	3	1	4
NEVER	0	0	0
NOT REPORTING	1	1	1

DO THEY CONSIDER POINT SPREADS?

Rating services usually state that a true rating is somewhere within a "point-spread" or "standard-deviation" range above and below the printed rating figure. (Thus, for ARB, if a rating is 5.0 and the sample size 400, the deviation would be 2.2 in either direction.) To what extent do you employ this concept in considering availabilities on competing stations?

ALWAYS	10%	10%	10%
FREQUENTLY	19	21	17
SOMETIMES	**42**	**46**	**40**
NEVER	28	22	32
NOT REPORTING	1	1	1

DO THEY AVERAGE RATINGS?

In view of the sometimes considerable differences among ratings services, do you average the ratings of two or more services?

ALWAYS	5%	1%	7%
FREQUENTLY	15	4	23
SOMETIMES	28	25	31
NEVER	**50**	**69**	**37**
NOT REPORTING	2	1	2

DO THEY USE CUMULATIVE DATA?

In making announcement buys in strips, to what extent do you use cumulative (unduplicated) audience data?

	Total	Billing Over $5 Million	Billing Under $5 Million
ALWAYS	16%	21%	13%
FREQUENTLY	36	**39**	34
SOMETIMES	37	33	**49**
NEVER	9	5	12
NOT REPORTING	2	2	1

WHAT ELSE INFLUENCES THE BUY?

In considering the purchase of the lower-rated of two participations or programs, would the following help to bring about affirmative decision:

SALES SUCCESS STORIES			
YES, USUALLY	**41%**	27%	**50%**
YES, INFREQUENTLY	31	**40**	25
NO	19	25	15
NOT REPORTING	9	8	10
MAIL PULL DATA			
YES, USUALLY	26	16	33
YES, INFREQUENTLY	**36**	**39**	**35**
NO	24	36	15
NOT REPORTING	14	9	17
PERSONALITY COOPERATION			
YES, USUALLY	**56**	**50**	**61**
YES, INFREQUENTLY	30	38	24
NO	6	8	5
NOT REPORTING	8	4	10
STATION PRESTIGE			
YES, USUALLY	**42**	**37**	**46**
YES, INFREQUENTLY	27	36	20
NO	18	21	17
NOT REPORTING	13	6	17
MERCHANDISING SERVICES			
YES, USUALLY	**53**	**44**	**59**
YES, INFREQUENTLY	33	43	26
NO	8	9	8
NOT REPORTING	6	4	7

as criterion one month and another the next month, depending on which is best.

"7. Quite difficult to judge a station's standing in a market when they use a rating service different from the one used by other stations in the same market."

EDWARD TASHJIAN, *timebuyer, Emil Mogul Co., New York.*

". . . One of many yardsticks in the time-buying function. Ratings should only be used to judge the relative popularity among programs, not as an absolute figure that determines homes reached. There are far too many pitfalls (hypoed rating weeks, program changes, etc.) for ratings to be used in the latter sense."

ELIZABETH W. KIGHT, *radio-tv director, Kight Adv., Columbus, Ohio.*

"I do not believe in the use of ratings *per se*, but do use them as a 'yardstick' mostly because clients seem to have heard a lot about ratings.

"I consider audience breakdown first in importance (especially in food products field). I would like to see even more breakdowns by rating services and stations and station representatives along the line of audience breakdown — including income groups, shift-change times for major industries in large city areas where we must buy rather 'blindly' from the time-of-day standpoint.

"Also, there can be much work done in furnishing agencies more information on particular community habits, which differ widely in different parts of the country. For instance a community's dinner hour may vary widely from that of other community areas—and this must enter into the purchasing picture, necessarily. The same pertains to how early people retire for the night, and conversely what audience stays up for late movies—and the potential purchasing power of this audience for the products to be considered."

ROBERT H. PETERSON, *president, Bob Peterson Ltd., Honolulu, T. H.*

"Generally speaking, we are inclined to prefer a rating service which is sponsored by many, or all, stations rather than just one or two. We place less credence in the reliability and accuracy of a survey made during a period known in advance by the stations. Although it is more costly, the survey using a large sample compared with population is more inclined to be accepted as being accurate. If the survey questions are phrased correctly, we are inclined to prefer the direct interview type of survey over the diary type. (The interviewers must be well trained.)"

WILLIAM B. KROSKE, *radio-tv producer, Ketchum, MacLeod & Grove, Pittsburgh.*

"We refuse to bow to the omnipotence of ratings! Ratings are taken as an indication, in our shop. Certainly we consider them important, but so is the 'common sense' evaluation of the market, time slot, competition and the program itself. Something else we refuse to do is to project a limited area rating to a complete station coverage area."

RUDOLPH MARTI, *timebuyer, Campbell-Mithun, Minneapolis.*

"Ratings are frequently the most important factor to determine the best buy. A buyer can't assume every salesman is right and that his station can deliver more homes than his competition. The rating services add a great deal in controlling and verifying the many statements that are submitted."

GEORGE HUELSER, *timebuyer, Maxon Inc., New York.*

"Everyone and his brother seems to be attacking ratings and their use. They are necessary. They can be given properly and used properly. Qualify them to sex, age,

LATEST RATINGS

PULSE

TOP NETWORK PROGRAMS

Tv Report for February

Once-A-Week

Rank		Rating Feb.	Jan.
1.	*Perry Como*	38.3	38.3
2.	*Gunsmoke*	38.2	39.2
3.	*Lucy-Desi Show*	36.1	37.6
4.	*Playhouse 90*	34.5	35.1
5.	*Danny Thomas*	34.2	31.8
6.	*Alfred Hitchcock*	30.9	31.6
7.	*Groucho Marx*	29.4	30.2
8.	*December Bride*	28.9	27.9
	Shirley Temple Storybook	28.9	
10.	*Loretta Young*	28.7	28.5
11.	*Person To Person*	28.2	
12.	*Lineup*	27.9	28.7
13.	*Climax*	27.5	29.8
14.	*I've Got a Secret*	27.2	27.7
15.	*Ed Sullivan*	27.1	29.8
16.	*Wyatt Earp*	26.5	
17.	*G. E. Theatre*	25.9	30.4
	Have Gun, Will Travel	25.9	28.9
19.	*Red Skelton*	25.9	
20.	*Father Knows Best*	25.8	

Multi-weekly

Rank		Rating Feb.	Jan.
1.	*Mickey Mouse Club*	17.0	17.7
2.	*CBS News*	12.3	13.0
3.	*Price Is Right*	11.9	10.8
4.	*Art Linkletter*	11.3	11.2
5.	*Queen For a Day*	10.9	10.6
6.	*American Bandstand*	9.6	9.5
	Captain Kangaroo	9.6	11.0
8.	*Guiding Light*	9.4	10.0
	Verdict Is Yours	9.4	9.4
10.	*Search For Tomorrow*	9.2	9.8

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ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Feb. 1-7

Rank		Rating
1.	*Gunsmoke*	48.9
2.	*Lucille Ball-Desi Arnez*	46.0
3.	*Perry Como*	45.5
4.	*Shirley Temple Storybook*	40.0
5.	*I've Got a Secret*	39.9
6.	*Maverick*	38.5
7.	*You Bet Your Life*	38.0
8.	*Danny Thomas*	37.9
9.	*Person To Person*	36.8
10.	*Wyatt Earp*	36.2

Rank		Viewers (000)
1.	*Lucille Ball-Desi Arnez*	54,030
2.	*Perry Como*	53,080
3.	*Gunsmoke*	52,090
4.	*Shirley Temple Storybook*	45,860
5.	*Chevy Show-Roy Rogers*	41,560
6.	*Danny Thomas*	38,590
7.	*People Are Funny*	38,210
8.	*Have Gun, Will Travel*	37,200
9.	*Wagon Train*	36,680
10.	*You Bet Your Life*	35,500

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Jan. 26-Feb. 8

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Lucille Ball-Desi Arnaz*	19,550
2.	*Gunsmoke*	18,785
3.	*Danny Thomas Show*	16,533
4.	*Perry Como Show*	16,490
5.	*I've Got a Secret*	16,320
6.	*Wagon Train*	15,938
7.	*Wyatt Earp*	15,598
8.	*Cheyenne*	15,428
9.	*Bob Hope Show*	15,343
10.	*Tales of Wells Fargo*	14,620

Rank		% Homes*
1.	*Lucille Ball-Desi Arnaz*	46.7
2.	*Gunsmoke*	45.1
3.	*Danny Thomas Show*	39.9
4.	*Perry Como Show*	39.8
5.	*Cheyenne*	39.1
6.	*I've Got a Secret*	38.8
7.	*Wagon Train*	38.7
8.	*Wyatt Earp*	38.0
9.	*Bob Hope Show*	37.6
10.	*Tales of Wells Fargo*	35.4

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	18,148
2.	*Lucille Ball-Desi Arnaz*	17,383
3.	*Danny Thomas Show*	15,598
4.	*I've Got a Secret*	15,173
5.	*Wyatt Earp*	14,535
6.	*Have Gun, Will Travel*	13,770
7.	*Tales of Wells Fargo*	13,685
8.	*You Bet Your Life*	13,473
9.	*Ford Show*	13,345
10.	*December Bride*	13,303

Rank		% Homes*
1.	*Gunsmoke*	43.6
2.	*Lucille Ball-Desi Arnaz*	41.6
3.	*Danny Thomas Show*	37.6
4.	*I've Got a Secret*	36.1
5.	*Wyatt Earp*	35.4
6.	*Have Gun, Will Travel*	33.5
7.	*Tales of Wells Fargo*	33.1
8.	*Cheyenne*	32.9
9.	*You Bet Your Life*	32.3
10.	*December Bride*	32.0

income, etc. Critics and show people criticize, but a rating shows *how many* regardless of whether or not a critic likes the show. This could be discussed for hours."

EDWARD PAPAZIAN, *radio-tv media director, Gray & Rogers, Philadelphia.*

"We use ratings strictly as a guide, rather than as a stern rule. We have no objections in the way that ratings are taken or the sample used. Naturally, it would always be more of a guide with larger samples. We also counsel our clients on the use of ratings and never hand them to a client without an explanation or an analysis."

ROD MACDONALD, *media vice president, Guild, Bascom & Bonfigli, San Francisco.*

"I believe that most of the rating services perform conscientiously within the practical limits of their research. I am not convinced that they are as sensitive in their measure of radio as they are of tv. Ratings are abused much more than they are 'used.' Advertisers and agencies often expect too much rating information. Most of this stems from the expression of ratings in single percentage figures and the over-reliance on the significance of a movement of one or two points in either direction. If more rating 'fans' applied the same kind of logic to this statistical area that the Yankee fan does to the statistical expression of his team's performance, the whole rating concept would be better understood."

MARTIN DEANE WICKETT, *radio-tv director, Chapin-Damm Adv., Sacramento, Calif.*

"To take our home city as a prime example, we have three recent radio ratings, and the lack of similarity is appalling. None of them was subscribed to by all stations. This condition isn't peculiar to this area alone, of course. Ratings, which can be one very valuable tool in the evaluation of time-buying, have become less and less valuable. One fault may lie at the agency door, particularly as far as local ratings go: we are employing figures prepared and paid for by the media, rather than prepared under the jurisdiction and control of the buyer. There is an economic problem here for which there seems to be no apparent answer, but certainly agencies are going to have to form some set of standards that are acceptable and reject all others."

ROBERT C. HALL JR., *media director, Cargill & Wilson, Richmond, Va.*

"Ratings are easy to misuse, and temptation to do so is often irresistible. We all agree there is a need for uniform, reliable statistics. Isn't this the time for the media, advertiser and agencies to form a non-profit audience research organization comparable to the magazines' Audit Bureau of Circulations. This is drastic action, but human nature being what it is, we're going to continue to use bad figures until good ones come along."

HERBERT RINGOLD, *partner, Philip Klein Adv., Philadelphia.*

"Ratings are one of the greatest myths of our time, an indication of some of the serious sickness of our business. When you put competent, experienced agency people in a position where they must buy in accordance with statistical nonsense—how infantile can you get? It is a source of continued amazement to me that astute businessmen countenance this foolishness. As this report shows, we do it, too—but against our own desires."

TENA CUMMINGS, *radio-tv director, Sanders Adv., Dallas.*

"We are not obliged to buy for our accounts strictly on a cost-per-thousand basis, but more often than not a rating service is the only indication of a station's standing in the market. More intelligent and aggressive selling on the part of stations and rep-

Tv Report for Feb. 9-22

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Gunsmoke*	19,380
2.	*Perry Como Show*	17,468
3.	*Tales of Wells Fargo*	17,085
4.	*DuPont Show of the Month*	16,873
5.	*Jerry Lewis Show*	16,490
6.	*Wagon Train*	16,405
7.	*Have Gun, Will Travel*	15,810
8.	*Danny Thomas Show*	15,683
9.	*Ed Sullivan Show*	15,640
10.	*Shower of Stars*	15,555

Rank		% Homes*
1.	*Gunsmoke*	46.6
2.	*Perry Como Show*	42.1
3.	*Tales of Wells Fargo*	41.4
4.	*DuPont Show of the Month*	40.5
5.	*Jerry Lewis Show*	40.2
6.	*Wagon Train*	39.8
7.	*Cheyenne*	38.8
8.	*Have Gun, Will Travel*	38.4
9.	*Shirley Temple's Storybook*	37.9
10.	*Sugarfoot*	37.9

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	18,785
2.	*Tales of Wells Fargo*	16,193
3.	*Have Gun, Will Travel*	15,258
4.	*Danny Thomas Show*	15,088
5.	*Restless Gun*	14,535
6.	*I've Got a Secret*	14,323
7.	*Wyatt Earp*	13,770
8.	*Wagon Train*	13,643
9.	*Jerry Lewis Show*	13,558
10.	*December Bride*	13,558

Rank		% Homes*
1.	*Gunsmoke*	45.1
2.	*Tales of Wells Fargo*	39.2
3.	*Have Gun, Will Travel*	37.0
4.	*Danny Thomas Show*	36.1
5.	*Restless Gun*	35.9
6.	*I've Got a Secret*	34.1
7.	*Wyatt Earp*	33.5
8.	*Wagon Train*	33.1
9.	*Jerry Lewis Show*	33.1
10.	*G. E. Theatre*	32.5

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

(*) Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating sponsors, Mon.-Fri. 3-3:30, 4-5 p.m.

Lucille Ball-Desi Arnaz Show (CBS-191): Ford (JWT), Tues. 9-10 p.m., once a month.

Captain Kangaroo (CBS-114): participating sponsors, Mon.-Fri. 8-9 a.m.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.

Cheyenne (ABC-99): General Electric (Y&R), alternating Tues. 7:30-8:30 p.m.

Climax (CBS-162): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-178): General Foods (B&B), Mon. 9:30-10 p.m.

DuPont Show of the Month (CBS-135): DuPont (BBDO), Sun. 9-10:30 p.m.

Father Knows Best (NBC-105): Scott Paper (JWT), Wed. 8:30-9 p.m.

Ford Show (NBC-182): Ford (JWT), Thurs. 9:30-10 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1:00 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever Bros. (JWT), American Home Products (Bates) alternating, Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope Chevy Show (NBC-144): Chevrolet (C-E), Sun. 9-10 p.m. once a month.

Bob Hope Show (NBC-139): United States Time Corp. (Peck), Sun. March 2, 9-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed., 9:30-10 p.m.

Jerry Lewis Show (NBC-165): Oldsmobile (Brother), Tues. 8-9 p.m.

Lineup (CBS-162): Brown & Williamson (Bates), Procter & Gamble (Y&R) alternating, Fri. 10-10:30 p.m.

Art Linkletter (CBS-114) participating sponsors, Mon.-Fri. 2:30-3 p.m.

Maverick (ABC-72): Kaiser Industries (Y&R), Sun. 7:30-8:30 p.m.

Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.

Person to Person (CBS-179): Time Inc. (Y&R), Amoco Gas (Katz), Hamm Brewing Co. (C-E) alternating, Fri. 10:30-11 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Price Is Right (NBC-118): participating sponsors, Mon.-Fri. 11-11:30 a.m.

Queen For a Day (NBC-152): participating sponsors, Mon.-Fri. 4:30-5 p.m.

Restless Gun (NBC-107): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.

Roy Rogers Chevy Show (NBC-104): Chevrolet (C-E), Feb. 2, Sun. 8-9 p.m.

Search For Tomorrow (CBS-129): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Shower of Stars (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Red Skelton (CBS-190): Pet Milk (Gardner), S. C. Johnson & Son (FC&B) alternating, Tues. 9:30-10 p.m.

Sugarfoot (ABC-119): American Chicle (Bates), Colgate-Palmolive (Bates), Ludens (Mathes), Tues. 7:30-8:30 p.m.

Ed Sullivan (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Shirley Temple Storybook (NBC-173): National Dairy, Hill Brothers, Breck (Ayer), Wed. 7:30-8:30 p.m.

Tales of Wells Fargo (NBC-147): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Verdict Is Yours (CBS-118): participating sponsors, Mon.-Fri. 3:30-4 p.m.

Wagon Train (NBC-152): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8:30 p.m.

Wyatt Earp (ABC-103): General Mills D-F-S), Procter & Gamble (Comton), Tues. 8:30-9 p.m.

You Bet Your Life (NBC-177): DeSoto (BBDO), Toni (North), Thurs. 8-8:30 p.m.

Loretta Young (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

resentatives to emphasize other factors besides contradictory rating services would be a genuine service to the agency and advertiser. Concentration on the station's advantages in selling a particular service or product is more important to an out-of-town buyer than arguing the validity of one rating source against another."

RICHARD S. PAIGE, *associate media director, Grey Adv., New York.*

"The 'rating' problem is primarily a problem of user-ignorance. That is, the confusion arises due to the lack of knowledge, by the user, of exactly what the rating service is designed to measure and the limitations of those measures."

DONALD E. LEONARD, *media director, W. B. Doner & Co., Baltimore.*

"Deviations between rating services within the same market point out the need for one uniform service, designed to be acceptable to all. At W. B. Doner & Co., we prefer to adhere to one service, always drawing comparisons to the same rating service."

R. C. WOODRUFF, *radio-tv director, Griswold-Eshleman, Cleveland.*

"We find that program ratings vary too much to be even reasonably reliable. However, analyzing the ratings of any given program, in several comparable markets, we can find a common denominator that has, in the past, proved to be a reasonably reliable yardstick."

JOHN FORNEY, *radio-tv vice president, Robert Luckie & Co., Birmingham, Ala.*

"I feel the best rating service is the one with the largest sample, regardless of any 'deviation formula.' Granted, ratings may be over-deified; the fact remains that they are all that's available as any buying index."

DALE R. ARVIDSON, *radio-tv director, Grubb & Petersen, Champaign, Ill.*

"I cannot believe that a random sample reflects the total audience. Samples are much too small. We use ratings more as indicators—audience make-up is important when considering product, etc. In many cases we have picked the lower rating because the audience make-up fits the product's sales potential. How many are watching does not necessarily mean that the product will move off the shelves faster. We want the greatest *potential buying* audience."

JACK MATTHEWS, *media director, Clinton E. Frank Inc., Chicago.*

"If used as only *one* of many important factors in evaluating availabilities, ratings provide a valuable 'indication.' Too often, however, . . . because of lack of time or experience . . . they are used as the sole consideration, which can be grossly misleading. This results in 'mechanical' buying. Thus, to assure the most effective schedule possible, an informed account executive or advertiser should request justifications in addition to ratings only."

JOHN J. HACKETT, *chief timebuyer, Knox Reeves Adv., Minneapolis.*

"I am still disturbed by actual questions used by services to arrive at audience and audience composition. I would like to see these two questions on each service's questionnaire:

"1. Who tuned-in program?
"2. a. Are you actually watching?
b. How long have you been viewing this program and will you continue to?"

LARRY STEVENS, *Larry Stevens & Co., Honolulu.*

"Basically audience composition is the most important consideration in our buying. We would rather buy a lower-rated program with potential buyers than a higher-rated program without potential buyers. It would be the height of folly to buy announcements for an appliance distributor if audience is composed of teenagers, etc."

HUBERT R. SWEET, *media director, Atherton & Currier, New York.*

"All rating services have a worthwhile purpose but they should be used as an aid rather than a formula in timebuying. Furthermore, no one service should be utilized to the exclusion of all others. They should be examined collectively and objectively in each individual market, particularly in buying tv."

PETER M. BARDACH, *broadcast buyer, Foote, Cone & Belding, New York.*

"Rating services provide the general indication of audience size which must be one of the determining factors of media selection; however, in recent years ratings have become the crutch of the inexperienced and the insecure. No present rating service provides completely satisfactory and reliable data. Judgment must play an important role in media purchases."

NORMAN FRANKEL, *vice president, Bearden-Thompson-Frankel, Atlanta.*

"While ratings alone are not the 'be all and end all,' the buyer who is struggling to make sound decisions in behalf of his clients is in dire need of a variety of information from which a conclusion can be distilled. Ratings, station coverage and audience composition data are all helpful data. There is no denying that statistical analysis is helpful and desirable—but it is not necessarily the whole answer to the time-buyer's problem."

K. L. MILLER, *account executive, Jack T. Holmes & Assoc., Ft. Worth, Texas.*

"Unfortunately, ratings are the only quantitative measurement available. As such, we must rely on them as a quantity yardstick. Equally important, however, is the 'quality rating' of a station—its programming, audience composition, commercial density, and traceable results. These factors all deserve a close look along with ratings."

AUBREY WILLIAMS, *president, Aubrey Williams Adv. Inc., New Orleans.*

"Rating services are better than Einstein's Theory of Relativity in figuring listeners and/or viewers, but they're still far from satisfactory. I do think ratings are a help, and are necessary, but so many other factors enter into any decision that I consider them only one guidepost. The best guide in the world, of course, is a track record in a similar campaign for a similar product. After all, dollar signs outrate Nielsen, Hooper and all the rest."

A. TRUDE JR., *media director, MacFarland, Aveyard, Chicago.*

"Rating services are a valuable tool for measurement of radio and television. They are not perfect by any means but should be used with a great deal of thought and preparation in air media measurement. We need more research, especially in tv, to find out more about audience size, audience composition and the impression value and motivational aspects of radio and television commercials."

GEORGE CHAMBERLIN, *general manager, Henry Quednau Inc., Miami.*

"At best, ratings are just one indication of probable average size of audience over a period of weeks or months. They may indicate the trend of a program's popularity only if competitive programming remains static. Aside from audience composition, ratings tell you nothing about the character of the audience, nor the degree of attentiveness. Take all ratings with several grains of salt! They work better for you that way."

JOHN F. DONOHUE, *media director, Lloyd Mansfield Co., Buffalo, N. Y.*

"Rating services for the most part should be taken with tongue in cheek, especially by those who may be tempted to compare one against the other. I feel that only the trends of the market can be used since all rating services are basically different, having distinct methods, questions and premises to attain their desired goals. Rating services have been abused beyond the point of believability. Their usage often is twisted to the individual station's benefits and used or misused by the stations to point up their superiority even though this may be totally untrue. I further feel that the only sure-fire cure for the rating ills would be local independent surveys, taken by competent, unbiased statisticians or sociologists and not by hirelings that do not have the professional background or knowledge suitable for this undertaking. This situation, of course, is a Utopian concept."

MRS. MURIEL LAMPPORT, *timebuyer, Meldrum & Fewsmith, Cleveland.*

"Of course, there is a crying need for improvement of the current rating services, through better methods and wider scope and coverage. But there is also a need for more intelligent application of rating information as now supplied to timebuyers who have to buy today. Crusade for better rating information, but also emphasize the need to train novice buyers in discriminating use of today's rating services."

# of Maryland APPAREL sales covered by W-I-T-H at lowest cost per thousand

And the other 27% are so far from Baltimore that they're controlled by distribution centers *outside* of Maryland.

When you buy W-I-T-H, you buy *all* of *Metropolitan* Baltimore's burgeoning population of 1,550,645**—up 20.2% in the past seven years alone. You get blanket coverage of the total effective buying market—and *no waste coverage*. You get by far the lowest cost per thousand.

That's why W-I-T-H has twice as many advertisers as any other Baltimore radio station. That's why, for apparel and every other product, it rates as *your* first choice.

*Sales Management, 1957

**Metropolitan Research

It "figures"! Baltimore's best radio buy is . . .

W·I·T·H

Tom Tinsley, *President* R. C. Embry, *Vice-President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

334,779 Dick Wellings...

Dick Welling lives in Tulsa and oil is the business at which he makes his living. Dick works for one of the 500 major oil companies that headquarter there and make Tulsa the "Oil Capital of the World."

Like other average Tulsans, Dick's income is 20% above the U. S. per capita average and his family owns more automobiles than the average family in any of the first 25 television markets. Dick is typical of rapidly growing, prosperous, cosmopolitan Tulsa.

There are 334,778 more television families like the Wellings in the big area served by KOTV (CBS) Smart advertisers want to reach them. They do it over KOTV, the station that dominates the rich Tulsa market, consistently wins more quarter hours than all other stations *combined* and averages 37% more viewing families than the next Tulsa station. Represented by Petry.

Sources: Metropolitan & Area ARB 11/57, TV Mag 3/58, Copyrighted . . . Sales Management 1957.

KOTV
TULSA

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

AUTOS, SOAPS, DRUGS, TOBACCOS TOP JANUARY TV NETWORK BUYERS

- **TvB issues first of its new monthly reports on tv buying**
- **Daytime network tv shows sizable gain in month**
- **Gross of $1 million-plus chalked up by 13 advertisers**

Automobile, soap, drug and tobacco companies on an individual brand basis, are putting the most money in network tv to attract audiences to their commercial messages.

The dominance of these national advertisers in purchases of network time at gross rates is pointed up in data disclosed today (Monday) by the Television Bureau of Advertising. TvB, in its first complete monthly tv expenditure report under its arrangement with Leading National Advertisers and Broadcast Advertising Reports, comes up with an array of statistics.

The TvB compilations for January include total network gross billing for daytime and nighttime; estimated expenditures of the top 15 network advertisers and the top 15 brands in the medium as well as a breakdown of estimated expenditures by product classification. (Previously, BROADCASTING compiled its own tables of expenditures, based on Publishers Information data.)

Significant trends and developments in January:

• Daytime network tv gross time billings increased 12.1% in January compared to that month a year ago; nighttime went up 14.8%.

• There were 13 advertisers in January which spent $1 million or more at gross rates for network tv time.

• Lever Bros. is now in the bigtime in network tv, ranking No. 5 on the monthly gross billing hit parade. Last year, Lever failed to appear in the top 10 and last December ranked No. 6. Procter & Gamble still leads the parade with its $4 million-plus total monthly gross billing.

• Brand leaders, a new feature added by TvB to the monthly network tv billing summaries, are topped by Ford passenger autos. Ford Motor Co. invested an estimated 56% of its total network tv purchases on behalf of the Ford car alone, according to the TvB statistics. Other than Anacin (No. 2 among the brand leaders) and Bufferin (No. 6), all brands in the top 15 belong to the soaps-detergents, automobile and tobacco classifications.

• The Big Three automakers, which collectively bought time (at gross rates) at the approximate level of $4.5 million in January 1956 and $3.9 million in January 1957, are off to a bigger spending spree this year. In January 1958 the total for the three (General Motors, Chrysler and Ford) came to a little more than $5 million.

• Food products advertisers in network tv, which ran second to toiletries advertisers as a product category for the entire year of 1957, recaptured supremacy in January, outspending toiletries advertisers by more than $600,000.

BILLINGS *By Network*

	JANUARY 1957	JANUARY 1958	% CHANGE
ABC-TV	$ 6,715,581	$ 9,134,917	+36.0%
CBS-TV	20,231,474	22,072,167	+ 9.1
NBC-TV	16,554,941	18,387,128	+11.1
TOTAL	**$43,501,996**	**$49,594,212**	**+14.0%**
PARTS-OF-DAY			
DAYTIME	$13,262,816	$14,868,978	+12.1%
MONDAY-FRIDAY	11,249,395	12,666,902	+12.6
SATURDAY & SUNDAY	2,013,421	2,202,076	+ 9.4
NIGHTTIME	30,239,180	34,725,234	+14.8

TOP 15 *By Company*

JANUARY 1958

1. PROCTER & GAMBLE	$ 4,099,327
2. CHRYSLER	1,905,529
3. AMERICAN HOME PRODUCTS	1,825,602
4. COLGATE-PALMOLIVE	1,800,687
5. LEVER BROTHERS	1,749,107
6. GENERAL FOODS	1,716,916
7. GENERAL MOTORS	1,705,214
8. FORD MOTOR	1,466,562
9. BRISTOL-MYERS	1,459,021
10. R. J. REYNOLDS	1,264,684
11. GILLETTE	1,239,998
12. LIGGETT & MYERS	1,157,076
13. KELLOGG	1,087,335
14. AMERICAN TOBACCO	939,342
15. GENERAL MILLS	795,712

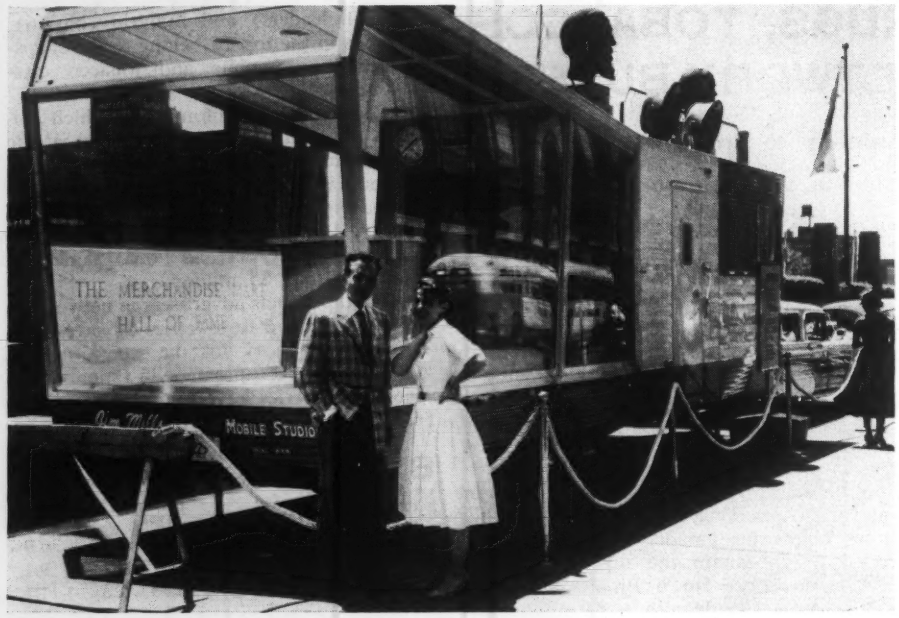
TOP 15 *By Brand*

JANUARY 1958

1. FORD CARS	$ 825,810
2. ANACIN TABLETS	807,834
3. TIDE	800,980
4. WINSTON CIGARETTES	705,846
5. PLYMOUTH CARS	645,552
6. BUFFERIN	623,873
7. CHEVROLET CARS	572,268
8. L & M CIGARETTES	518,320
9. DODGE CARS	492,599
10. VICEROY CIGARETTES	440,490
11. CHESTERFIELD CIGARETTES	421,565
12. COLGATE DENTAL CREAM	412,619
13. LIFEBUOY SOAP	386,640
14. IPANA TOOTH PASTE	371,994
15. FAB DETERGENT	368,200

NETWORK SPENDING *By Product Categories*

	JANUARY 1957	JANUARY 1958
AGRICULTURE & FARMING	.....	$ 13,066
APPAREL, FOOTWEAR & ACCESSORIES	$ 283,721	194,924
AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT	4,566,890	5,241,964
BEER, WINE & LIQUOR	601,203	607,232
BUILDING MATERIALS, EQUIPMENT & FIXTURES	276,117	44,941
CONFECTIONERY & SOFT DRINKS	700,620	931,115
CONSUMER SERVICES	359,898	382,525
DRUGS & REMEDIES	4,135,793	5,388,090
FOOD & FOOD PRODUCTS	8,947,163	9,297,284
GASOLINE, LUBRICANTS & OTHER FUELS	228,798	406,936
HORTICULTURE	51,720	57,978
HOUSEHOLD EQUIPMENT & SUPPLIES	1,915,556	1,875,549
HOUSEHOLD FURNISHINGS	204,600	225,203
INDUSTRIAL MATERIALS	1,322,880	1,967,986
INSURANCE	412,044	708,513
JEWELRY, OPTICAL GOODS & CAMERAS	703,533	776,511
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	31,587	475,259
POLITICAL	—	66,174
PUBLISHING & MEDIA	258,190	231,565
RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	517,310	750,529
SMOKING MATERIALS	3,592,360	5,218,988
SOAPS, CLEANSERS & POLISHES	5,469,783	5,257,161
SPORTING GOODS & TOYS	31,507	94,260
TOILETRIES & TOILET GOODS	8,488,219	8,606,656
TRAVEL, HOTELS & RESORTS	75,513	130,548
MISCELLANEOUS	326,991	643,255
Total	**$43,501,996**	**$49,594,212**



THE *rolling studio of Jim Mills, Chicago radio personality, has been rolling up sales to a $1.5 million record for Cook County Mobile Homes, which has gone from about three dozen to more than 1,000 sales a year, using radio exclusively. The disc jockey stands with singer Eydie Gorme outside the Cook County trailer he converted into a mobile studio.*

Radio puts mobile home sales on $1.5 million road to success

Since 1951 a Chicago dealer has used radio exclusively to move mobile homes in what has mushroomed into a $600 million industry.

The dealer is Cook County Mobile Homes, which claims to be the largest trailer dealer in the world, with going sales of well over 1,000 units and volume of $1.5 million annually. Its president is Joseph L. Antonucci, whose organization has grown by leaps and bounds in the past seven years, with the help of an aggressive radio advertising policy [CLOSED CIRCUIT, March 10].

Meanwhile the Mobile Homes Mfrs. Assn. estimates that trailer sales have risen from about 40,000 in 1947 to 142,000 units in 1957, with estimated industry volume of $600 million divided among thousands of dealers throughout the U. S. Cook County Mobile Homes bases its claim of being largest on the contention that it probably orders more mobile units from Midstate Corp., Union City, Mich. (itself a leading manufacturer), than any other dealer.

Mr. Antonucci's Cook County organization spends approximately $40,000-$50,000 each year (in time and talent) for disc jockey programs starring Jim Mills, himself a trailer enthusiast, on WMAQ and WGN Chicago. Radio has been Cook County's only means of advertising and Mr. Mills its prime spokesman-pitchman.

As America started to live on wheels, Cook County started with a modest four-employe, cubby-hole type operation on Chicago's northwest side. It signed up Mr. Mills for a d.j. program on WCFL in 1951 and later bought time on WGN, WIND and (about 18 months ago) on WMAQ. Today, Cook County sponsors him in a six-nightly series on WMAQ (11:05-15) and Sundays (11:05-30 a.m.) on WGN—a total of 85 minutes each week.

Mr. Antonucci cheerfully admits radio has been doing an excellent job for Cook County ever since he invested in the aural medium. He says: "We have grown from a very small organization selling just a few trailers a month to the largest mobile home dealer in the world with a 1957 report of way over a million dollars in volume and the sales of more than a 1,000 mobile homes." One trailer sale a week more than pays his modest radio advertising outlay, he acknowledges.

Trailer sales have increased with each year's radio investment on different stations. In October, Mr. Antonucci advised Rudi Neubauer, WMAQ sales manager: "Our association with WMAQ has been more than gratifying. Within the last few months there has been a definite uptrend in our sales. I firmly believe this is due to the nature of your audience as well as your clear-channel coverage. We have been getting people into Cook County Mobile Homes from cities and towns that were never reached before." He also requested further weekend program availabilities, which thus far WMAQ has been unable to fulfill.

Cook County also has enjoyed success with Mr. Mills on WIND, the Westinghouse property, and on WGN where it originally bought the Sunday series in 1955. (In terms of longevity Mr. Mills has been associated with WGN over a greater span than WMAQ.) Audience response has been highly favorable on all stations.

Mr. Antonucci added that mail response to the Mills show on WMAQ "has been a little short of phenomenal" and cited some 10,000 requests for a booklet published by Cook County. The response was so heavy, he added, that "it was necessary to call the printer and re-order."

Perhaps the best testimonial to Cook County's product is that Mr. Mills bought one for himself and converted it into a custom-built mobile radio studio on wheels. It cost him an estimated $35,000 but is understood to be worth closer to $100,000. The 35-foot vehicle contains a large plexi-glass studio section, a control room and combination lounge and office, with air-conditioning. Mr. Mills has used the trailer for remote broadcasts (from sports shows, other events) and personal appearances. (He even utilized it one week for broadcasts from Passavant Hospital where he was confined for a physical checkup, programming from his hospital bed.)

Cook County sells both new and used trailers (the former ranging in price from $2,200 up). Through its broadcasts it strives to reach an adult audience, rather than teenagers. Mr. Mills' own working philosophy: "I would rather reach one female in a household than 40 teenagers, because she holds the purse strings. I don't sell records. I try to sell for the advertiser." As a result, you hear no "top 40" or rock and roll records on Mr. Mills' Cook County Mobile Homes programs. Through years of continuous radio activity for Mr. Antonucci, Mr. Mills has yet to miss a broadcast.

Cook County advertises leading names in mobile homes: Duo, Elcar, Star, Terra Cruiser, Pan-American and Kozy-National, with new units accounting for the bulk of its sales. As mid-westerners take to trailers in mounting numbers, Mr. Antonucci's firm and radio are getting credit for a significant increase in mobile living.

Arde Bulova, 69, Dies; Pioneer Spot Radio User

Arde Bulova, 69, chairman of the board of Bulova Watch Co. and one-time station owner-operator, died Wednesday at Encino, Calif., while on a visit there. He had been ill for several months. A native of New York, Mr. Bulova was the son of the founder of the watch firm, a major broadcast advertiser. He was named chairman of the board of the firm in 1930.

The famous Bulova time signals were among the first major uses of the spot radio technique.

Long active in the vocational rehabilitation field to assist physically handicapped workers, Mr. Bulova served as the first chairman of the employer subcommittee of the President's Committee on the Employment of the Physically Handicapped in 1954. He also was a member of the steering committee of the United Negro College Fund and he established the Bulova Foundation. More

"YUP-ONE COLOR SET GOES IN THE BEDROOM!"

WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make *big money!* And they buy the same things you city slickers go for — aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even *touch* it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

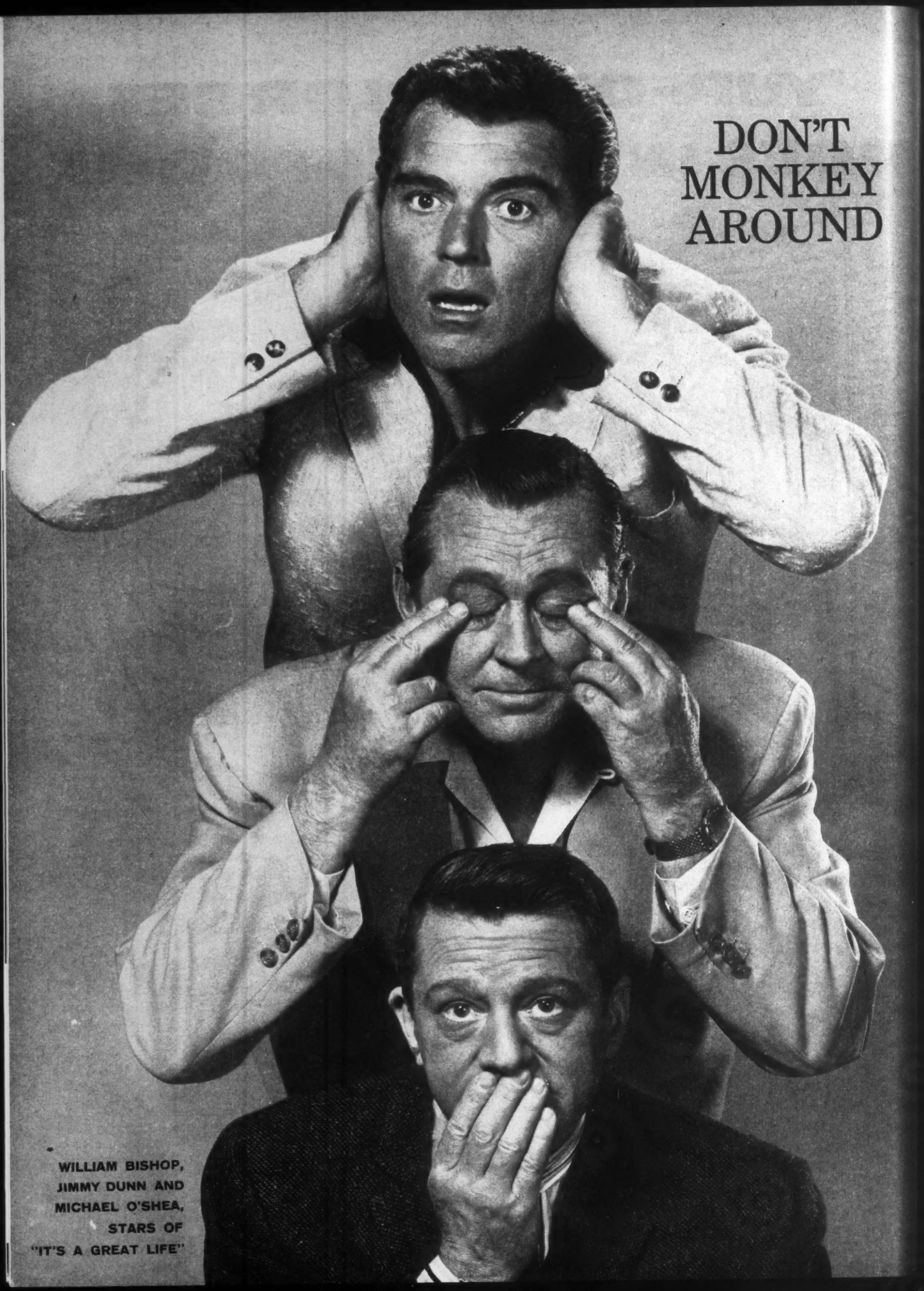
(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. *And we mean prove it!*)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives



WILLIAM BISHOP,
JIMMY DUNN AND
MICHAEL O'SHEA,
STARS OF
"IT'S A GREAT LIFE"

From a programming point of view, comedy is nothing to laugh at. It's a funny business that has to be taken seriously. Mainly because there are teeth in the old saw, "Laugh and the world laughs with you!"

Which is why it's such a good idea always to have a hearty laugh or two up your transmitter. Which, in turn, is why VICTORY PROGRAM SALES takes such pure and unadulterated delight in offering you its newest first-run-off-the-network acquisition, IT'S A GREAT LIFE.

Lest you get the impression that the VPS product roster is longer on quality than on variety, let's check it against your programming needs. Westerns? HOPALONG CASSIDY, STEVE DONOVAN, FRONTIER. Mysteries? THE ADVENTURES OF THE FALCON, INNER SANCTUM. Documentary? VICTORY AT SEA. Drama? MEDIC. Adventure? Intrigue? You'll find them all in goodly number among the properties listed below.

Ready to help you make the most of this wide-ranging repertoire is the man from VPS, a specialist in Station Program Sales and Planning who, like our product roster, is good for much more than a laugh!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

IT'S A GREAT LIFE • MEDIC • ADVENTURES OF THE FALCON • CAPTURED • CRUNCH AND DES • DANGEROUS ASSIGNMENT • FRONTIER • HIS HONOR HOMER BELL • HOPALONG CASSIDY • INNER SANCTUM • PARAGON PLAYHOUSE • STEVE DONOVAN, WESTERN MARSHAL • THE GREAT GILDERSLEEVE • THE LILLI PALMER SHOW • THE VISITOR • VICTORY AT SEA • WATCH THE WORLD

HAVE YOU SEEN MY FRIEND ON PAGE 54?

recently he served as chairman of the New York Mayor's Committee for a Quiet City.

At one time in the mid 1930s, Mr. Bulova owned or had an interest in seven am stations—three of which were in New York City.

Until 1940, Mr. Bulova owned, by himself or in conjunction with others, WNEW, WOV and WBIL all in New York. WBIL was deleted in 1940. In 1942, WNEW and WOV exchanged facilities and in 1949 Mr. Bulova sold his interests in both stations. He and Milton Biow, advertising executive, sold WNEW for $2 million to Bernice Judis and Ira Herbert, and WOV for $300,000 to N. Joseph Leigh, Richard E. O'Dea and others.

Mr. Bulova also had interests in WCOP Boston, Mass., 1937-1944; WNBC (now WPOP) Hartford, Conn., 1938-1944; WELI New Haven, 1938-1944; WPEN Philadelphia, 1939-1944. These stations and the New York stations were the nucleus of a projected Atlantic Coast network.

Mr. Bulova's station ownership and acquisitions were the subject of investigations by the Cox Congressional Committee and by the FCC in 1944 and by the Commission again in 1948. In 1949 the FCC by a vote of four to two cleared Mr. Bulova and permitted him to sell the WOV station. He was required to divest himself of one of the two New York stations under the 1941 duopoly rule, and sold WNEW later that year.

Surviving are his wife, Mrs. Ileana Maria Bulova, and four sisters.

NL&B's Stadelman Dies; Senior V. P., Media Director

Otto R. Stadelman, 64, senior vice president, media director and board member of Needham, Louis & Brorby Inc. and cofounder in 1925 of its predecessor agency, Maurice H. Needham Co., died in Chicago's Passavant Hospital March 15.

Mr. Stadelman started his advertising career with David C. Thomas Co. in 1923 after studying engineering at the U. of Wisconsin and working as an accountant. In 1925 he helped found the Needham agency with Melvin Brorby and Maurice H. Needham, directing media, supervising accounting and serving as office manager. With reorganization into Needham, Louis & Brorby in 1929, he was elected secretary-treasurer and later vice president and director.

Survivors include his wife, Ruth, and two brothers, Elmer and Robert.

AFA Working on June Agenda

"Major" advertising subjects will be discussed at the Advertising Federation of America's 54th annual convention to be held at the Statler Hilton in Dallas June 8-11. As previewed by C. James Proud, AFA's president and general manager, these topics include municipal tax threats, proposed federal regulations which would curtail tax deductibility of certain types of advertising and the "current 'hard-sell' atmosphere." The national program committee planning the convention sessions includes Chairman Robert M. Gray, Esso Standard Oil advertising and sales promotion director; Lawrence Valenstein, Grey Adv. chairman; Robert M. Ganger, D'Arcy chairman; Frederic R. Gamble, American Assn. of Adv. Agencies president; Warner Moore, Outdoor Adv. president; Robert M. Feemster, AFA's board chairman, and Mr. Proud. Also working on arrangements is a local committee.

BISHOP BUDGET CUT AFTER 1957 LOSSES

- **Firm $1 million in hole**
- **Ads trimmed commensurately**

Hazel Bishop Inc., New York cosmetic house which six years ago pioneered the television route to volume cosmetic sales, this year is cutting its advertising budget, traditionally going entirely to tv, from $4.3 million to $3 million. The move follows losses last year of nearly a million dollars on a $10 million sales volume, as announced to stockholders in the firm's annual report.

With publication of the fiscal report, it also has been confirmed by Raymond Spector, chairman of the board and majority stockholder, that talks have taken place with Chesebrough-Ponds Inc. about a possible acquisition of Hazel Bishop [CLOSED CIRCUIT, Dec. 30, 1957]. But the possibility of any deal was minimized by Mr. Spector who is quoted in this week's *F-D-C Reports*, drug-cosmetic newsletter, as explaining that it is his "duty to stockholders to listen to all responsible proposals." Hazel Bishop "is not for sale but can be bought," *F-D-C Reports* further quotes the board chairman.

Hazel Bishop's spectacular leap in 1952 to $10.1 million dollar sales from $4.6 million level was attributed to astute use of television. Sales climbed to $12 million in 1954 with a million dollar profit but since then have fallen to last year's $10 million.

In its 1954 heyday the cosmetic house sponsored *This Is Your Life* and several others on NBC-TV. *This Is Your Life* was Hazel Bishop's greatest success, and the sponsor stuck with that show four years. Last year Bishop backed the Jimmy Dean show on CBS-TV and currently has commercials on *Manhunt* and *Treasure Hunt*, both on NBC-TV. Mr. Spector's firm put the first band show on tv, Freddy Martin over NBC-TV, when it entered the medium and later sponsored television's first big color spectacular, *Buttons and Bows*, produced by Max Liebman on NBC-TV. Two more spectaculars went on for Bishop that season, 1954-55, but the sponsor has not put on any spectaculars since.

Mr. Spector, also head of Hazel Bishop's agency, which bears his name, blamed last year's loss on poor management and unprofitable tv spectaculars, *F-D-C Reports* says. Now, after three years of losses, Mr. Spector thinks Hazel Bishop "has turned the corner." He resumed active leadership of the firm a year ago after a two-year absence [ADVERTISERS & AGENCIES, Feb. 11, 1957]. From here on Mr. Spector is depending on advertising to pre-sell consumers on a mass-distributed line and is reported to be considering three desirable tv program times.

...the nation's bright spot

★ Bank deposits and reserves up 4% over March period of 1957!

★ Employment highest in history!

★ Largest backlog of military orders in history!

★ Commercial building highest in history!

★ Water reservoirs highest in history!

WFAA-TV
CHANNEL 8
DALLAS

WFAA
820 · 570
DALLAS
NBC • ABC

Broadcast Services of The Dallas Morning News

Edward Petry & Co., National Representatives

RADIO-TV LIKELY TO AVOID MGM AX

- **Neighborhood policy may direct more money to radio**
- **Donahue & Coe using d.j.'s, music in MGM promotion**

Though Loew's Inc. President Joseph R. Vogel recently told stockholders that Metro-Goldwyn-Mayer advertising-publicity was being cut back, there is little indication that this policy will in any way affect MGM radio-tv allocations. In fact radio "might very well" attract more ad dollars as a consequence of MGM participation in an industry-wide trend—that of bypassing the first-run houses in favor of neighborhood film theatres.

Explains an MGM official: "Breaking a picture in a major Broadway film palace is getting to be a costly proposition." This applies not only to New York but to other major "film cities" such as Chicago, Detroit, San Francisco and Los Angeles where MGM this month and next is introducing a double bill consisting of two productions filmed in Great Britain and France; Jose Ferrer's *I Accuse!* and Ray Milland's *The Safecracker* —both in the "A" film category. "We feel," this executive goes on to explain, "that the public will appreciate this technique much more and will show its appreciation by going to see films in the neighborhood rather than spend over $2 for a single admission ticket." He admits that "it's an idea born of economic reality." The upbeat theme: to draw the customer to see these first-runs, radio copy is very much needed.

Because "you cannot consider the marketing aspect of a film like that of a box of noodles," it is almost impossible to gauge an accurate advertising budget on a year-round basis. When Mr. Vogel told stockholders of the 1957 advertising-publicity budget of $6.3 million ($300,000 less than 1956) he wasn't just talking about media expenditures. Also involved was some $3 million of publicity-exploitation material, salaries of advertising-publicity staffers, overhead and office expenditures.

Actually, E. J. Churchill, president of Donahue & Coe, New York, which has been servicing the Loew's account for 27 years, is hard pressed to come up with a precise budget figure, preferring to leave it at saying that Loew's total billing is "in the neighborhood of 10%" of the agency's total $30.7 million billing. Radio-tv accounts for 23-27% of MGM billing.

Mr. Vogel has promised the stockholders "further reductions" in advertising-publicity expenses during 1958. He did not say whether the cuts would be in personnel or media allocations. Insiders at MGM fear it will be "more of" the former.

Long before Donahue & Coe tells its timebuyers to scout availabilities, its film department (servicing such other accounts as Columbia Pictures, a number of first-run houses and Republic Pictures, which several months ago suspended production of theatrical films) meets with MGM studio executives to map out the ingredients, or "media mix" of the proposed campaign. Allocations depend on the number of prior considerations, among them:

- Estimation of the film's box-office potential: calibre of the film and its stars.
- Marketing strategy: should the film be sprung nationally or market by market? Does it need prior testing in selected show cities?
- Audience composition: can radio-tv rather than print reach the audiences to whom this film is most attractive?

Those most concerned with these facets of pre-release marketing are MGM's advertising-publicity-exploitation director Howard Strickling, who earlier this year succeeded Howard Dietz as MGM advertising chief; his advertising director, Silus F. Seadler (who was active in placing the Theatre Owners of America and Motion Picture Assn. of America into an industry-sponsored tv-radio campaign last year), and the Donahue & Coe "team." This group consists of agency President Ed Churchill; Oliver H. Kingsbury, vice president and account supervisor on Loew's; Lloyd Seidman, vice president in charge of the D&C film division, and Carl Rigrod, tv-radio director of the department.

MGM attaches great importance to the test run. While the comments of moviegoers to the Pasadena sneak preview have considerable bearing on the overall studio attitude toward a given film, the reaction of a paying audience soon makes itself felt in overall marketing approaches. But one market doesn't tell the whole story. Says a Loew's executive: "We may think we have a potential flop based on returns in Buffalo, but the following week, Knoxville tells us an entirely different story." When in doubt, MGM awaits further test "answers" before deciding upon media strategy.

Still, the biggest factor is the film itself. Each motion picture presents a special problem. For example, MGM's "The Brothers Karamazov". Studio officials realized long ago that the Dostoyevsky classic had all the basic ingredients of a box-office hit; lust, love, murder, unadorned sex and sharply-defined family conflict. Yet, facing them was the grim realization that it would take some hard and fast selling to put across the film since the mass public has never gone in for forbidding Russian titles, especially when attached to literary classics.

The problem was solved through disc-jockey radio. MGM's test market was New York. Three weeks before opening the film at Radio City Music Hall, the agency and the client held a special screening of "Karamazov" at Loew's headquarters, 1540 Broadway, passed out special promotion kits (containing a script synopsis, bio' data on the stars and general ad lib suggestions). The d.j. was told to go home and study the contents of the kit until he could pronounce Dmitri Karamazov as easily as he could Elvis Presley. D&C allocated $10,000 to New York radio—roughly one-sixth of what MGM spent in advance of and during opening week. (Radio City, also through D&C, conducted its own campaign on behalf of the film during the four-week run). The test proved successful and at this time D&C timebuyers are looking at other availabilities featuring well-known disc jockey ad libbers [BUSINESS BRIEFLY, Feb. 17]. (Another test, using tv, ran one week only last fall. Cashing in on the popularity of WCBS-TV New York's early-bird *Sunrise Semester*—then "featuring" the Dostoyevsky novel—D&C bought a number of 6:59 a.m. announcements to talk about the film, then in production.)

Another reason MGM likes radio is that it produces a long list of musical films which lend themselves particularly to full exploitation on that medium. For example, radio helped put across Mr. Presley's "Jail House Rock" film, and at this time, some eight weeks in advance of release date for "Gigi," d.j.'s are playing that film's score.

To be sure, MGM uses television, but not half so much as radio. Today's CinemaScope Metrocolor film, reasons one studio official, is made for large screen, stereophonic sound, and television, he says, "sim-

Leo's roaring all over the lot

MGM has other plans for radio-tv besides using them to advertise its theatre product. The company announced last week that it is thinking about entering (1) live tv production and (2) film syndication. For that story, see page 60.

ply can't reflect the full scope of our productions." In lieu of trailers of film clips lifted from the reels in the manner of an Ed Sullivan promotion, the studio shoots one-minute films, featuring specific tv ideas with the film serving as "background." For example, for "Karamazov," columnist-tv personality Dorothy Kilgallen was shown leaving the screening room and stopped by the tv camera to deliver her testimonial. Likewise, columnist Earl Wilson, standing in the plush El Morocco nightclub in New York—one of his haunts—discussed "This Could Be the Night," the Jean Simmons-Anthony Franciosa film that contained several nightclub sequences.

But "we've always had lots of confidence in radio," says a studio spokesman. "In fact, during tv's stardust days, when everyone dropped radio like a hot potato, we held on to our schedules. Radio, as far as we're concerned, never went away."

And it won't now, either. MGM maintains a set 52-week schedule in some 50 markets at an annual cost of $250,000, and has no intention of curtailing this activitiy. It may even accelerate radio as savings are effected in other activities. Reason: "A new wave of optimism is sweeping over Culver City," declares a studio publicity handout, as Loew's embarks on a new cycle of "big picture" production. Among the films on which MGM will stake a lot of faith—and probably radio dollars—are "Cat on a Hot Tin Roof" with Burl Ives and Elizabeth Taylor, "Tunnel of Love" with Doris Day and Richard Widmark and "The Reluctant Debutante" with Rex Harrison and Kay Kendall.

Non-Resistance to Tv Messages Stressed by NBC-TV's McFadyen

Television's ability to get a sales message through to consumers—whether they are sales prospects or not—was pointed up by Robert W. McFadyen, NBC-TV director of sales development, in a speech scheduled to be delivered Friday at the Advertising Club of Hartford, Conn.

Where people have to make a conscious effort to read print ads, they must make a conscious effort not to see commercials on television, Mr. McFadyen asserted.

He said this "absorbed-audience" factor joins with television's impact and reach to make tv "particularly effective as a marketing tool" and "give it top seeding as a pre-selling medium."

Mr. McFadyen said "viewing of commercials tends to be far less selective than readership of ads; hence the tv advertiser has a greater opportunity of equally impressing the whole market, even the most remote prospects. With the growing emphasis on broadening markets and pre-selling the public, this unique 'absorption' factor becomes a tremendously important consideration."

He stressed the "dollar-stretching" value of the lower-priced early or late hours. "More of our greatest commercial successes have occurred outside of mid-evening periods than in them," he said. "In essence you can buy more positions, accumulate an equal or greater audience and usually do so at a more efficient cost-per-thousand. The converse of this is that in mid-evening periods you pay a premium to reach your audience all at once."

To hold audience attention, he suggested, "above all, insist on demonstration-type commercials."

While television has proved to be a faster, quicker mass persuader for "brand after brand in the 1950's," he said, "it will become even more powerful as advertisers become better skilled in their on-the-air use of the medium and in the integration of their tv activities into their total marketing scheme."

PROPONENT OF SP DEPRECATES EFFECT

- **Denies 'hypnotism,' 'coercion'**
- **Cites subliminal ad benefits**

"We still have a long way to go" before subliminal advertising in television "becomes an important tool in our selling kit," a college professor who supports the subconscious technique explained Thursday in a talk before the American Marketing Assn. in New York.

Ross Wilhelm, marketing instructor at the U. of Michigan, claimed there is no basis for the fear aroused by the method and said it does not involve coercion or hypnotism, as some opponents have charged.

He said subliminal advertising actually may have important benefits not only for the tv viewer by permitting uninterrupted programs, but also may reduce the cost of producing a commercial by reducing the amount of creative effort and other factors which enter production costs. He added, "From the viewpoint of the networks, it may enable them to compete with pay television more effectively by providing a means whereby, during certain hours, they can better approximate the uninterrupted viewing obtainable [when FCC approves] on pay tv."

Prof. Wilhelm said, "There is no reason for assuming that subliminal advertising is any different in principle from conventional advertising, nor is there any reason for believing its effects will be any different. . . . We are not, of course, dismissing the possibility that research may ultimately discover dimensions of subliminal advertising which are undesirable and do require some form of regulation, but it seems rather silly to worry now about all of the possible things which may happen when there seems to be no reasonable basis, in such facts as we have, for such a fear.

"Indeed, from a marketing viewpoint there seems to be little reason to be overly excited about the potentialities of subliminal at this stage."

Explaining that subliminal advertising's potential was explored as early as 1913, Prof. Wilhelm said, "We have known for years that it will work under certain conditions. . . . The laboratory studies of the experimental psychologists adequately demonstrate this point.

"The real points from a marketing standpoint are, however, that subliminal stimuli are essentially weak stimuli and the larger the group one deals with, the weaker these stimuli have to be to take care of the ranges in variations of the thresholds [of awareness by individuals] at one time and over time."

The economic question which arises, he said, "is whether it will prove, ultimately, to be more profitable to use the more frequently delivered but weaker subliminal stimuli or the stronger, longer, but less frequently delivered supraliminal stimuli."

The U. of Michigan instructor said the public tests held to date by tv, radio and movies have been done without adequate control and means of measurement with the only result being that they prove "we do not know very much about subliminal."

Prof. Wilhelm observed, "We seem to be passing from one emotion to another on subliminal. The first reaction was fear, and then when some television failures were reported, we began to laugh at ourselves for being so silly.

"Certainly the fact that through subliminal advertising sellers will be trying to influence consumers is not unique to either this means of delivering commercials nor even to advertising. It is well accepted in our society that individuals do attempt to influence others to do things they might not otherwise do. We need cite only what the preachers do every Sunday and the politicians do periodically to substantiate this. The things we do object to is where the one individual coerces the other and subliminal does not fit under any accepted definition of coercion."

As for subliminal's connection with hypnotism, Prof. Wilhelm said there is "no experimental evidence that indicates anything of this sort. In none of the experiments using all forms of subliminal stimuli conducted by the psychologists has there been any indication that any of the subjects

SCHIZOCOMMERCIALS

A blind musical director of an advertising agency, by experience convinced that "the ear frequently is quicker than the eye," is turning to what he calls "subliminal sound" to sell Nucoa margarine. The Nucoa drive (Best Foods Inc.), now being heard on 75 radio and seen on 13 tv stations through May, was basically conceived by Guild, Bascom & Bonfigli Musical Director Glen Hurlburt. He calls it "the diversion technique" long used by magicians: to divert the audience's attention to one facet of the commercial while slipping the "whammy" in from below threshold level via a "secondary musical line." He declines to point out exactly what comprises Nucoa's subliminal sound, saying such identification would defeat the purpose of his experiment, but he gives an example by pointing to the "trickle" used at progressively softer levels in the old Pepsi-Cola jingle.

have exhibited anything like hypnotic behavior. Indeed, any examination of the literature cannot help but lead to the conclusion that subliminal stimuli are nothing more than weak stimuli. Further, in the two theatre tests which have been reported there was no indication of any trance-like or post-hypnotic behavior in those subjected to the subliminal ads."

Prof. Wilhelm said that by definition subliminal stimuli "are those of which we are not aware. Now if these stimuli can be received and acted upon then it must follow that the present advertising media are, depending upon our particular situation, delivering and have been delivering to us such subliminal stimuli for years.

"Every time we drive our car and flash by a billboard we probably receive a subliminal suggestion. Each time we flip through a magazine or newspaper we probably receive subliminal messages from the ads and the pages we pass over. Whenever we switch our tv sets from channel to channel those channels we pass over which are delivering commercials probably deliver subliminal reminders to us—reminders of which we are not aware. And yet, have we to date seen any of the dire effects which the critics have feared?"

Concerning objections of the "hidden" aspects of subliminal advertising, Prof. Wilhelm said the basis appears to be invasion of privacy and loss of freedom. "This objection does not seem to hold much water either," he continued, "when it is recognized that it can be easily overcome by a simple announcement to the effect that such ads are being delivered so as to permit uninterrupted viewing pleasure. Paradoxically, this may alter the set of the listener and improve the effectiveness of the technique, if it ultimately proves to be effective."

International Latex Boosting Ads to $15 Million—Heinze

In an "anti-recession" statement, W. O. Heinze, president of International Latex Corp., New York, last week charged that "the so-called recession in business is in reality a recession in initiative and enterprise." He said that International Latex has "stepped up our advertising to $15 million a year," is "giving the American woman an extraordinary value" and "had the courage to back our faith [in initiative and enterprise] with bold and aggressive merchandising!"

According to International Latex, "about $12 million" of this budget represents the worth of its tv spots at card rates. The advertiser is the biggest user of film barter time; the bulk of these spots come under this category. International Latex reports the value of its total advertising last year came to "several million dollars."

In Television Bureau of Advertising's listings of 100 spot tv buyers in 1957, International Latex ranked No. 14, investing $4,722,660 at gross rates, its products on tv including Playtex bras, girdles, gloves and baby pants, Isodine and an athlete's foot treatment. (Barter is handled by International Latex direct; its agency is Reach, McClinton & Co., New York.)

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,216,000 people in the U. S. over 12 years of age during the week March 9-15. This is how they spent their time:

71.9%	(89,311,000) spent	1,865.4 million hours	WATCHING TELEVISION
57.0%	(70,803,000) spent	982.9 million hours	LISTENING TO RADIO
82.1%	(101,981,000) spent	406.0 million hours	READING NEWSPAPERS
32.5%	(40,370,000) spent	193.1 million hours	READING MAGAZINES
25.1%	(31,178,000) spent	400.1 million hours	WATCHING MOVIES ON TV
24.9%	(30,930,000) spent	120.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 107,579,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 41,671,000 U. S. households with tv; (3) 45,764,000 tv sets in use in U. S.

Hunt Buys Spot Tv in 23 States To Push Snider's Hotter Catsup

Hunt Foods is using spot tv in the Southeast, South, Southwest and on the Pacific Coast—270 twenty-second spots and 240 one-minute spots on 90 stations in 23 states —to advertise Snider's Hotter Catsup, "for people who like it hotter." Campaign, placed by Young & Rubicam, Los Angeles, has been described as a $1 million-a-year buy, but the agency points out that the time was acquired at favorable rates in combination with Wesson Oil & Snowdrift Sales Co. (firm in which Hunt holds a substantial stock interest) and that the two-week cancelation clause may be exercised at any time.

Present tv spots, rushed through in three weeks from order to air in place of the normal preparation period of nine weeks, are adapted from the product's magazine advertising, picturing the head of a devil over a dining table and the "for people who like it hotter" message. Plans for continued use of tv are described as "extremely flexible," but Y & R is preparing story boards for new tv commercials to be used if the campaign is continued. Snider's Catsup was advertised on tv back in 1950-51 on the *Kate Smith Hour*, Monday-Friday daytime program on NBC-TV; has not been in television since its acquisition by Hunt from General Foods.

Popularity of Tv Westerns Hits Saturation, Telepulse Reports

The current popularity of tv westerns may have reached its peak, according to a study of television homes in the New York metropolitan area conducted by Telepulse during the first week of January. The Pulse Inc. study of 1,000 homes shows "the hard core of western fans are still avid but the balance of viewers that enjoy westerns apparently are becoming satiated," Dr. Sidney Roslow, Pulse president, said.

Nine out of ten adults watch tv westerns (actually 89.5%), the survey shows, but, in relation to a similar study done in July 1957, the results of the recent questionnaire show evidence of saturation.

The study revealed that the percentage of viewers who thought the number of western programs was about right decreased from 68% to 48% (as compared to July 1957); the number of viewers who think westerns are more enjoyable has increased slightly (from 30% to 34%); the group that rate westerns as equal to other programs has fallen from 50% to 41%. Half-hour westerns were preferred over hour-long programs by 44% to 36%.

Bell & Howell Sets $450,000 For Time on Four NBC-TV Shows

Bell & Howell Co., Chicago, will spend the largest amount in its history for advertising and sales promotion in the second quarter of 1958, the firm announced last week. The company has allocated $450,000 for 12 minutes of relief time on four NBC-TV network shows April 30 to June 23. The contract for Bell & Howell was placed through McCann-Erickson, New York, for *Restless Gun, Wagon Train, NBC News* and *Suspicion*. Relief time is unwanted by the regular sponsor.

Bell & Howell is using television for the introduction of its products (auto load projector and new 8mm electric eye camera and others) because this medium is excellent for demonstration of new and unusual products such as the auto load projector, according to Carl G. Schreyer, vice president of marketing. A larger audience can grasp the idea of a new product in a few seconds when it is demonstrated on television, he said.

CISCO goes big in BUFFALO 'cause he's seen on WBEN-TV

Typical of the WBEN-TV leadership in the Western New York market is THE CISCO KID — seen every Monday, Wednesday and Friday on WBEN-TV 6:15 to 6:45 P.M.

CISCO goes big in Buffalo! More than half the homes viewing television at this time follow the daily adventures of THE CISCO KID. In this 3-station market, this gives you better than 2 chances out of 3 that your TV message will be seen if it's spotted on Channel 4.

And that goes for every TV dollar you have to spend in the rich Western New York market dominated by WBEN-TV coverage. Of the forty-four 15-minute segments between 8 A.M. and 7 P.M., WBEN-TV leads in 26 of them!

You can reach THE CISCO KID'S early-evening family audience very conveniently, very economically. How conveniently? *Call our national representatives, Harrington, Righter & Parsons, or our sales department.*

They'll show you how — morning, noon or night — your TV dollars count for more on Channel 4.

WBEN-TV
CBS in Buffalo

4

THE PIONEER STATION OF WESTERN NEW YORK

For the first time in TV network history...

a guaranteed maximum cost per thousand of...

$2.50*

per commercial minute, (based on reaching 5½ Million TV Homes, per week.)

and your potential is even better. Higher ratings will result in even lower cost per thousand!

...on America's dynamic new

*Guaranteed on firm thirteen-week orders.

The plan: Double Impact

. . . giving you two unduplicated audiences in two tested and proven time periods — Sunday afternoon and one week night.

The dates: March 30th to June 22nd

. . . in which advertisers and their agencies may participate for *one week, five weeks, or the entire thirteen-week period.*

The program: "The 20th Century-Fox Hour"

. . . top-quality dramatic series, of *proven* popularity, made especially for television by that master studio — 20th Century-Fox.

The stars: proven personalities

. . . such as Bette Davis, Ed Wynn, George Sanders, Merle Oberon, Linda Darnell, Paul Douglas, Joan Fontaine, Fred MacMurray and many others.

The vital statistics: 63 TV stations

. . . reaching 84.4% of U.S. TV homes, where 81.5% of U.S. retail sales are made, with 86.5% of effective U.S. buying power. (With even wider coverage, if desired.)

The suggestion: phone, wire or write today

. . . for the greatest *assured* value in television network history to . . .

NTA FILM NETWORK

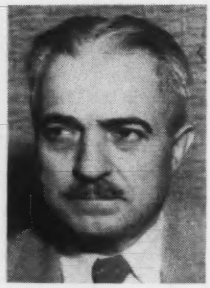
The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. · JUdson 2-7300

PABST PRESIDENCY IN TOIGO'S SIGHTS

- **Resigns as Schlitz v.p.**
- **Joins anti-Perlstein faction**

The name of John Toigo, longtime controversial advertising figure, added yeast and zest to Pabst Brewing Co.'s already highly-publicized proxy fight last week.

Mr. Toigo enlivened the fight for control of Pabst Tuesday by announcing his resignation as vice president and marketing director of Jos. Schlitz Brewing Co. after a two-year association. Previously he had been a partner and executive vice president of Biow-Beirn-Toigo (later The Biow Co. and finally dissolved).



MR. TOIGO

Mr. Toigo is seeking the Pabst presidency on a stockholder committee slate comprising Carl Pabst, and Carl J. and Otto I. Spaeth. They are trying to dislodge Harris Perlstein, incumbent president and board chairman, who retained the presidency after the resignation of Marshall Lachner last year. Mr. Lachner became president of Pabst in February 1956.

The success of Mr. Toigo's bid will be determined at the annual shareholders' meeting in Chicago April 1.

During his two-year tenure at Schlitz, Mr. Toigo was credited with developing the controversial "Schlitz-talk" advertising campaign in broadcast and print media, a copy approach which has been de-emphasized in recent months as a "natural development" of planning, according to Mr. Toigo.

A $10-12 million advertiser, Schlitz last year spent $1,752,250 in spot tv and an estimated $2.5 million on network television.

Mr. Perlstein told a news conference that proxies in hand and firm pledges already have given present Pabst management a victory and charged the Spaeth-Pabst group "must be seeking frantically to stem the tide. The quick grabbing up of John Toigo as their candidate for president is an example." He also stated:

"All I know about Toigo's experience is that he was a controversial figure at Schlitz and recently resigned his six-figure job there.

"When he joined Schlitz he brought along some associates [Robert F. Branch, director of market plans; Louis S. Berger, media and market research director, and Richard Steenberg, advertising—all formerly with Biow-Beirn-Toigo], whose departure preceded his.

"During the time he was in charge of marketing, Schlitz yielded its sales leadership to Anheuser-Busch. It is common knowledge that the advertising campaign he initiated is being greatly revamped."

Schlitz reported, however, that Mr. Berger is still with the company.

Mr. Toigo and his associates at Schlitz have steadfastly maintained that while A-B may have regained overall sales leadership in the brewing industry, Schlitz outsold Budweiser on a brand vs. brand basis in 1957. The brewing industry has no reliable yardstick on these brand claims. (Anheuser-Busch also makes Busch Bavarian, other brewery products.)

BROADCASTING was unable to ascertain late last week whether Mr. Toigo was fired or voluntarily resigned in view of conflicting reports. For his own part, he told a news conference, "I love problems and I can be of much more value more quickly to Pabst than to Schlitz." Joseph McMahon, longtime employe with Schlitz, has been appointed advertising director, succeeding Mr. Toigo, according to S. E. Abrams, Schlitz vice president. E. C. Uihlein, brewery president, was reported out of town Thursday and unavailable for comment, but client, agency (J. Walter Thompson Co.) and public relations spokesmen all denied reports Mr. Toigo was dismissed.

Mr. Toigo also sharply criticized Pabst advertising policies and its "very sick" marketing operations. He charged the brewery has "wasted money" for its weekly Pabst Blue Ribbon boxing matches on CBS-TV (which it dropped in 1956) and that the expenditures should have been allocated for "local advertising." (The *Wednesday Night Fights* later shifted to ABC-TV.)

The Pabst sales force should be reorganized, he suggested, to show wholesalers how to move the product and the company should place less emphasis on the productivity of its advertising campaign alone. Pabst is not for sale in many U. S. counties, he noted.

Mr. Toigo also acknowledged he has long known Alfred N. Steele, board chairman of Pepsi Cola Co., which reportedly was involved last fall in merger discussions with Pabst Brewing. At that time there was speculation that Mr. Steele might become a Pabst director and provide certain merchandising counsel.

Pabst spends an estimated $8.5 million on advertising and, like Schlitz, has had an interesting and varied agency career. In 1957 it allocated $1,480,060 to spot tv (after placing an estimated $3.4 million in network-spot television the previous year). Pabst currently has participations on NBC Radio's *Monitor* and uses spot tv and radio in certain markets. It recently bought Los Angeles Dodgers baseball for its Eastside beer (through Young & Rubicam, Los Angeles) and a sizable spot tv schedule on WRCA-TV New York (see story which follows on page 54).

In January 1956 Mr. Toigo resigned from Biow-Beirn-Toigo after Board Chairman Milton H. Biow countermanded an agreement which would have brought the Schlitz account from Lennen & Newell to B-B-T. Schlitz subsequently appointed J. Walter Thompson Co. to handle the account [ADVERTISERS & AGENCIES, Jan. 30, 1956]. Earlier, on Jan. 1, Leo Burnett Co. officially inherited the Pabst account from Warwick & Legler. (Burnett also had handled Schlitz' print advertising account until August 1956.)

Biow-Beirn-Toigo lost the Pepsi Cola account to Kenyon & Eckhardt on March 31,

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

March 24 (8-9 p.m.) *High Adventure* with Lowell Thomas, Delco through Campbell-Ewald.

March 25, April 1 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

March 24, 31 (7:30-8 p.m.) *The Price Is Right*, RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

March 24 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

March 25-28, April 1, 2 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

March 25 (8-9 p.m.) *George Gobel-Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

March 26, April 2 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

March 27 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

March 27 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

March 29 (8-9 p.m.) *Perry Como Show*, participating sponsors.

March 29 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco through BBDO.

March 30 (7-7:30 p.m.) *My Friend Flicka*, sustaining.

March 30 (8-9 p.m.) *Steve Allen Show*, Greyhound through Grey Adv., S. C. Johnson & Son through Needham, Louis & Brorby and U. S. Time Corp. through Peck Adv.

March 30 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

April 1 (8-9 p.m.) *Eddie Fisher-George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson

A more loyal farm following is hard to find

Today, there's a sound hereabouts that's as familiar to farmers as the rooster's crow . . . and even more dependable. It's the voice of WJR and it attracts farmers of the Great Lakes area with a regularity that rivals the seasons.

Farmers follow WJR faithfully and in great numbers because what they hear helps them. "The Voice of Agriculture" and "Farm Roundup" are the backbone of our farm program schedule. And on Sunday mornings there are "Weekly Farm Review" and "Farm Forum."

Often, WJR goes right to the point of interest and broadcasts via the WJR mobile studio. From farms, fairs and conventions—and each week from Michigan State University—come information, interviews and news as only WJR can present them. In broadcasts like these and in our regular farm shows, coverage is so complete and essential to farming that more farm folks prefer WJR for farm programs than all the other radio stations in WJR's signal area. That's a fact, according to Alfred Politz Research, Inc., but only one of many that prove the degree of WJR's dominance in this, the fifth richest market in the U.S.

Want *all* the Politz facts? Contact your nearest Henry I. Christal representative.

WJR *Detroit*
CBS *50,000 Watts*
RADIO PROGRAMS WITH ADULT APPEAL

WJR's primary coverage area —over 17,000,000 people

FOR BOOKINGS SEE MY AGENT ON PAGE 59

1956, getting its severance the previous December. Unofficial reasons given for the switch was the similarity of art and copy approaches for both Pepsi-Cola and Philip Morris.

In May 1957 Pabst switched the bulk of its business (chiefly Pabst Blue Ribbon beer) from Burnett to Norman, Craig & Kummel, with Burnett retaining Eastside (which it later resigned and Y&R inherited). Grey Adv. handles Hoffman and Pabst sparkling beverages.

Earlier, on March 14, Mr. Steele acknowledged "exploratory conversations" between officers of Pepsi Cola and Pabst Brewing Co. had taken place because they felt "there might have been a sound basis to consider a merger which could have been a progressive and beneficial move for both corporations." But, he added, "these talks were terminated as a result of the proxy contest."

Mr. Steele indicated he was disturbed by recent newspaper articles and statements "about my participation which are not true" and that he wanted "to clear up this situation." He stated: ". . . I was contacted several months ago by representatives of the Pabst-Spaeth group towards the end of developing a marketing program to turn this business around. I stated from the beginning if this was to be a proxy contest I could not and would not take any part in it and so when the proxy contest did develop I dropped the work I was doing on the marketing plans."

Pabst's WRCA-TV Spot Buy Called Biggest on Single N. Y. Outlet

In what was described as "the largest spot television campaign ever placed on a single station in New York," the Pabst Brewing Co., Chicago, and its subsidiary, Hoffman Beverage Co., Newark, N. J., signed last week for a saturation effort on WRCA-TV New York amounting to $1.5 million in gross billing over the first six months.

The campaign, placed through Grey Adv., New York, begins March 30 and will continue for 52 weeks, but the details of the second 26-week cycle have not been determined.

The transaction, announced jointly by William O. Dillingham, executive vice president of Pabst and president of Hoffman Beverage, and William N. Davidson, general manager of WRCA-AM-TV New York, covers one-minute participations on various WRCA-TV programs and one-minute, 20-second and 10-second announcements to promote Pabst Blue Ribbon beer and Hoffman soft drinks, including Hoffman Low Caloric beverages.

The order, Mr. Davidson said, is "further evidence of a definite upswing on the part of many advertisers in the use of strategically-planned advertising over a long-term period." He added that "widespread support" of the campaign at point of sale is planned through promotions scheduled in chain and independent supermarkets. More than 1,500 food chain outlets and thousands of independents have agreed to tie in with mass floor displays, according to Mr. Davidson.

MEDIA MEDIUM

WOR-TV New York next Sunday will begin programming (9:30-10 p.m.) a "trade publication using television instead of the printed word" in the form of *Ad World*. The program, aiming at the 150,000 men and women in advertising and related fields in the greater New York area, will cover headline news in advertising through the use of live interview and panel discussion. Ward Byron, formerly with NBC, ABC, Young & Rubicam and Lennen & Newell, will act as host. The station reported last week that sponsorship, which is sold on a participating basis, thus far includes McCall Corp. (for *Redbook*), Westinghouse Broadcasting Co. and *Parade* magazine. The editor of the new show is Joseph Kaselow, *New York Herald-Tribune* columnist.

Included on the first program will be a test of the controversial "subliminal projection" concept.

Merger With Lindsey Announced By Liller, Neal & Battle Agency

Liller, Neal & Battle of Atlanta and New York, and Lindsey & Co., Richmond, will merge April 30, heads of the advertising agencies announced last week. The move will unite 30 accounts of the Atlanta firm and 19 from Richmond under the banner of Liller, Neal, Battle & Lindsey.

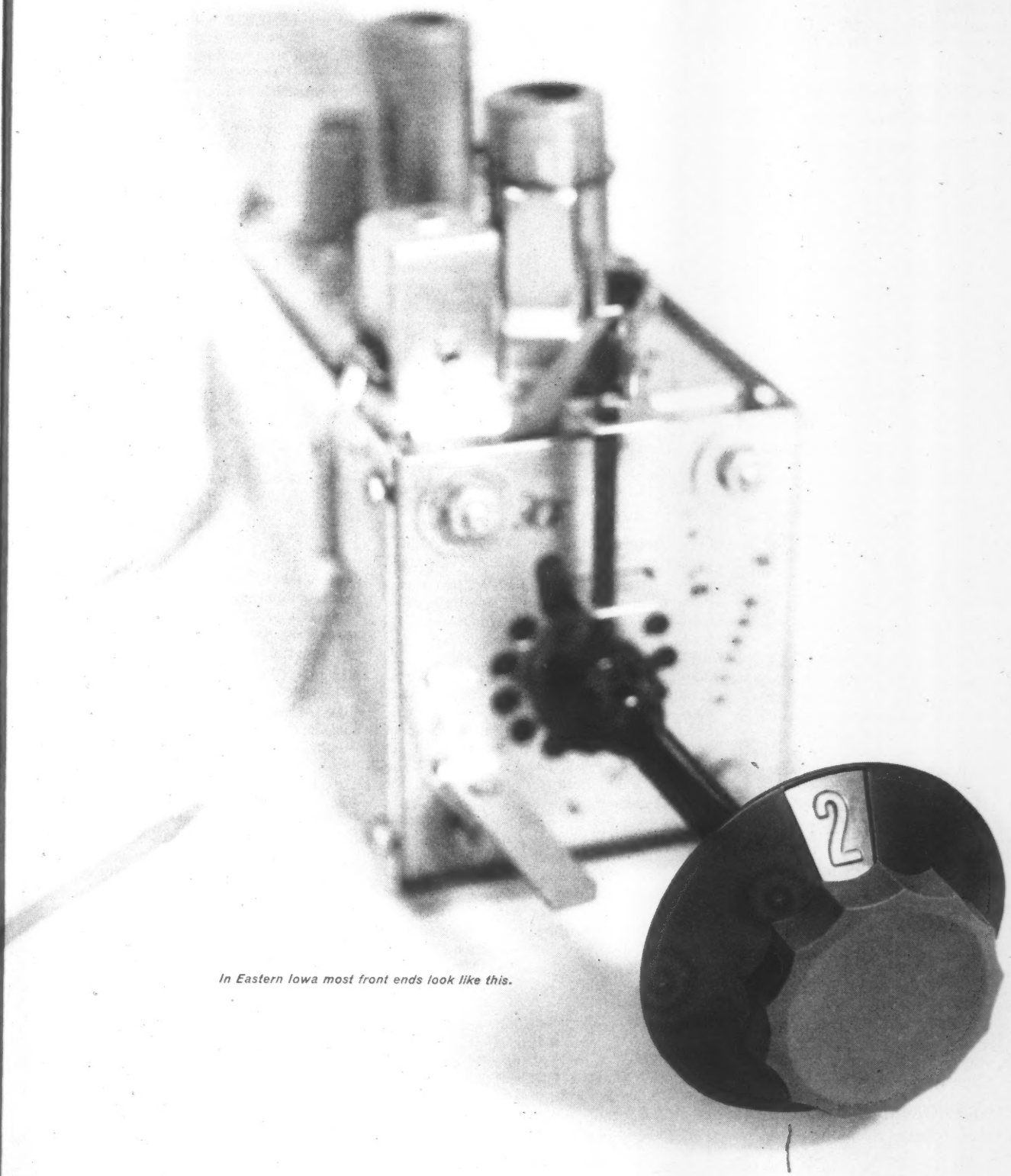
C. K. Liller, William W. Neal and James L. Battle, principals in the Atlanta firm which was founded in 1940, are active in agency management, as is Dan W. Lindsey Jr., head of the Richmond agency formed in 1942. Officers of the merged organization are yet to be elected, but it was announced that staffs of the Atlanta and Richmond offices and a New York service office—totaling more than 70 people—will be left intact.

Mr. Lindsey, member of the national board of the American Assn. of Advertising Agencies, has just completed a term as chairman of the board of the AAAA Southeast Council, a post that also has been held by Mr. Liller and Mr. Neal. Mr. Neal also is a national board member.

Among accounts of Liller, Neal, Battle & Lindsey are: Armour Fertilizer Works, Bank of Georgia, Bank of Virginia, Barwick Mills, Brock Candy Co., Carling Brewing Co. (Southeast), Colonial Stores Inc., Craddock-Terry Shoe Corp., James G. Gill Co., Hardwick Stove Co., Ingalls Shipbuilding Corp., Kingan Div. (Southeast), Hygrade Food Products Corp., Knox Corp., H. W. Lay & Co., Life Insurance Co. of Georgia, Piedmont Aviation, Seward Luggage Manufacturing Co., The Southern Co., Titmus Optical Co., and Trust Co. of Georgia.

KM&G Opens Washington Office

Ketchum, MacLeod & Grove's Washington offices have been moved to 1000 Connecticut Ave., N. W. The branch had been temporarily set up at 726 Jackson Pl.,



In Eastern Iowa most front ends look like this.

WMT-TV CBS Television for Eastern Iowa • Channel 2 • *Mail Address:* Cedar Rapids • *National Reps:* The Katz Agency

N. W. since last December. Telephone number: Sterling 3-6554.

Personnel include J. William McIlhenny, manager of Washington operations; Walter J. Kerwin, account supervisor; Samuel Patterson, James Webster and Sidney Wolfe, account executives, and James Steele, art director.

New Statistics Document Increase In L.A. Radio Audience Since '51

Radio listening in the Los Angeles metropolitan area has risen steadily since 1951, despite the competition of seven tv stations, according to a report of radio audience composition compiled from Pulse data by Southern California Broadcasters Assn. and presented for the first time Monday at a dinner meeting of the Western States Advertising Agencies Assn.

From 289,000 homes using radio, Sunday-Saturday, 6 a.m.-midnight, in 1951, the total rose to 352,000 for the average week in 1955. Out-of-home listening, added in 1956, raised the total number of families listening during an average week to well over the 400,000 mark in 1956 and 1957, the study reports. Approximately 98% of all homes have radios, with an average of three sets per home; 90% of the area's automobiles are also radio-equipped.

Peak listening time is 3-6 p.m., Monday-Friday, when nearly 900,000 individuals are tuned in during an average quarter-hour, better than 20% of them in their cars. Further demolishing the allegation that since the advent of tv most radio listening is done during the early morning hours, the study shows a slightly larger total audience in the 6-9 p.m. period than at 6-9 a.m.

The male audience is about the same 6-9 a.m. and 6-9 p.m., but with substantially more in-home listening in the evening three-hour period. With women, the reverse is true; more listen at home in the morning, in cars in the evening. And there are more than twice as many children and teenagers in the radio audience at 6-9 p.m. than at 6-9 a.m. (These average quarter-hour listening figures are taken from the Pulse report for May-June 1957.)

Art Holbrook, SCBA managing director, introduced the report.

Mayers Ends C&W Affiliation

The Mayers Co., Los Angeles agency which on Jan. 1, 1957, became the Los Angeles office of Cunningham & Walsh, will resume its old name and its independent status Oct. 1, 1958. The Mayers Co. will continue as the agency in charge of national advertising for Sears, Roebuck & Co., Chicago, which it handled before the merger with Cunningham & Walsh.

MJ&A Shuts Down S. F. Office

MacManus, John & Adams Inc., Bloomfield Hills, Mich., has closed its San Francisco office because "so-called 'service offices' by their very nature cannot offer the creative depth and marketing guidance required by business today," according to MJ&A President Ernest A. Jones. MJ&A will centralize its west coast operations at the Los Angeles office at 6399 Wilshire Blvd.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

WHIPPING UP SALES • Top-Wip Inc. is launching spot tv and newspaper campaign in seven markets latter part of this month and April to introduce Top-Wip, low calorie whipped cream. Markets are New York, Miami-Tampa-Jacksonville, Philadelphia, Baltimore-Washington, Chicago, Los Angeles and northern California. Station list was being completed last week, according to Campbell-Mithun Inc., Hollywood, agency for Top-Wip and its affiliate, Reddi-Wip. Initial campaign, to continue through strawberry season, will be followed by other seasonal campaigns up to pumpkin-pie-and-Top-Wip time in fall. Overall, about $1 million will be spent for tv during 1958.

ANOTHER HELPING? • Colgate-Palmolive Co., sponsor of *Dotto* five times weekly on CBS-TV, reported considering nighttime version of same show, probably on same network. Agency: Ted Bates, N. Y.

KRAFT CANCELS • Kraft Foods Co., Chicago (Div. of National Dairy Products Corp.), has dropped its daytime schedule on NBC-TV, effective this Thursday. According to Publishers Information Bureau data, Kraft spent $1,931,942 in time charges (at gross rates) last year for its 52-week daytime schedule. Programs included participations in *Matinee, Comedy Time, Modern Romances* and *Tic Tac Dough*. J. Walter Thompson Co., Chicago and New York, is Kraft's agency.

NEAR MILLION IN SALES • Eight advertisers have signed contracts totalling more than $500,000 largely for segments in CBS Radio's "Impact" plan on various programs. Advertisers include Shulton Inc., Nestle Co., National Selective Products Inc., Milner Products, Comstock Foods, Campana Sales Co., Hudson Vitamin Corp. and Gillette Safety Co. Latter signed for sponsorship of coverage of three race track events—Kentucky Derby May 3, Preakness May 17 and Belmont Stakes June 17.

Other new business representing $450,000 in gross billing announced last week included: Shulton Inc. purchase of weekly quarter-hour of *Arthur Godfrey Time* for 42 weeks starting April 14; Edsel Div. of Ford Motor Co. buy of 32 weekly *Impact* segments for two weeks starting March 31, and Cowles Magazines Inc. for daily *Impact* segment on short-term basis. Respective agencies: Wesley Assoc. Inc., N. Y.; Foote, Cone & Belding, Chicago, and McCann-Erickson, N. Y.

TOBACCO GAME • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will sponsor *Anybody Can Play*, new tv quiz show developed by John Guedel Productions, on ABC-TV, Sun., 8:30-9 p.m., starting July 6, for 13 weeks. William Esty Co., N. Y., Reynolds agency, bought live series directly from Guedel. On NBC-TV Reynolds Co. through Esty is renewing *Bob Cummings Show* (Tues. 9:30-10 p.m.), effective September and through end of this year.

PLOWING NEW GROUND • Behlen Co. (metal products), Columbus, Neb., in its first use of network radio, has signed for *This Farming Business* (NBC Radio, Sat., 8-8:15 a.m.) on 52-week basis. Agency: Potts-Woodbury, Kansas City, Mo.

LEVER LINE-UP • Lever Bros. planning two tv network evening buys for next season. Soap firm will buy alternate weeks of *Price Is Right* (NBC-TV, Mon., 7:30-8 p.m.) with Speidel (current sponsor who is expected to renew next season) and alternate weeks of Groucho Marx, possibly in 10-10:30 p.m. time period on NBC-TV. Toni Co., planning to pick up other Marx week. Lever buy not yet assigned to any of Lever's several agencies since product to be boosted not set. Toni agency is North Adv., Speidel's, Norman, Craig & Kummel.

WARNING SIGNALS • Royal McBee Corp. (Young & Rubicam) and P. Lorillard Co (Lennen & Newell) have settled on *No Warning!* as show for Sun. 7:30-8 p.m. slot on NBC-TV effective April 6. Show, replacing *Sally* (being dropped by McBee and Chemstrand Corp., later through Doyle Dane Bernbach) formerly appeared on NBC-TV as last season's *Panic!* under sponsorship of Max Factor (DDB) and Liggett & Myers (McCann-Erickson). Chemstrand moves to Fri., 8-8:30 p.m. to join Lorillard on Goodson-Todman's new *Jefferson Drum* filmed western which succeeds *Court of Last Resort*. *No Warning!* will consist largely of new or unused films shot for *Panic* by McCadden Corp., Hollywood.

MORE OF SAME • Fels & Co., N. Y., renews co-sponsorship of *Harry Babbitt Show*, Mon.-Fri., 7:45-8 a.m., on CPRN for instant Fels Naptha, through Aitken-Kynett Co., N. Y., for 13 weeks starting April 8.

KELLOGG COMES BACK • Kellogg Co., of Battle Creek, Mich., last week signed with CBS-TV for excess of $2 million as alternate week sponsor of Goodson-Todman's *What's My Line?* effective April 6 for 52 weeks. Kellogg thereby "reinvests" with network after withdrawal March 12 from alternate-week 30-minute portion of Patti Page's *The Big Record*. Kellogg (through Leo Burnett Co., Chicago), succeeds Remington Rand (through Young & Rubicam) which has been seeking to get out of show since early this year. RR has successfully found "relief sponsors" in Florida Citrus Commission (Benton & Bowles) and Mutual of Omaha (Bozwell & Jacobs) for past seven programs. Kellogg will share tab with Helene Curtis Industries (Stopette, Enden, other toiletries) which has three agencies, Gordon Best Co., Earl Ludgin and Edward H. Weiss & Co., all Chicago.

SINCLAIR, COUNTRY STYLE • Sinclair Refining Co., N. Y., has signed as first national advertiser for Country Music Network of radio stations featuring country and western music organized by Charles Bernard Co., radio representative. Sinclair, through Morey, Humm & Warwick, N. Y., today (Monday) launches 40-week saturation spot drive on 18 stations covering seven Sinclair sales regions and utilizing familiar five-second "Drive with care and buy Sinclair" in peak auto hours. Among stations being used KPIK Colorado Springs; KLAK

Tampa and WOOO DeLand, both Florida; WCMS Norfolk; WBMD Baltimore; KCKN Kansas City; KSOP Salt Lake City; KRCT Houston; WMIE Miami; KWEM Memphis, and KEVE Minneapolis.

MUTUAL HYPO • Readers Digest Assn., Pleasantville, N. Y., is investing about $60,000 for two-week campaign on Mutual covering 40 five-minute newscasts, plus 40 eight-second adjacencies to promote April issue of *Readers Digest* starting today (Monday). Agency: J. Walter Thompson Co., N. Y. General Electric Co. (light home appliances), Schenectady, N. Y., through Young & Rubicam, N. Y., will begin four-participation-per-week campaign on MBS' *Kate Smith Show* (Mon.-Fri. 10:05-10:30 a.m.), starting April 7 for 13 weeks.

Sterling Succeeds Brockway As Ad Council Board Chairman

The annual elections of the Advertising Council were announced last week with John C. Sterling, chairman of the board, *This Week* magazine, elected chairman of the board, succeeding Louis N. Brockway, executive vice president, Young & Rubicam Inc. Mr. Brockway served two one-year terms as chairman.

At the same election Lee Bristol, chairman, Bristol-Myers Co., and Leo Burnett, chairman, Leo Burnett Co., were re-elected vice chairmen of the board of the council. Edward C. Vontress, senior vice president, Curtis Pub. Co., was elected a vice chairman.

Also re-elected were Frederic R. Gamble, president, American Assn. of Advertising Agencies, and Paul B. West, president, Assn. of National Advertisers, secretary and treasurer, respectively; Theodore S. Repplier, president; and Allan M. Wilson and George P. Ludlam, vice presidents.

New directors added to the board include:

Bromwell Ault, vice president, Interchemical Corp., and Philip Sporn, president, American Gas & Electric Co., elected special directors to serve two years; Charles E. Wilson, former president, General Electric Co., re-elected a special director to continue as chairman of the industries advisory committee of the council.

Newly elected for three year terms were:

C. James Proud, president and general manager, Advertising Federation of America; Henry Schachte, advertising vice president, Lever Bros.; B. B. Geyer, chairman, Geyer Adv.; Kennett W. Hinks, vice president, J. Walter Thompson Co.; A. L. Cole, general business manager, *Reader's Digest;* Walter C. Kurz, advertising director, *Chicago Tribune*, and L. H. Odell, president, Foster & Kleiser Co.

A & A SHORTS

August Dorr Assoc., Miami, has changed name to Hume, Smith, Mickelberry Adv. Inc.

Waring Products Div., Dynamics Corp. of America, account leaves Anderson & Cairns, N. Y., agency reports. No reason was given for resignation which becomes effective June 30.

winning quarters

From noon to 6 p.m., Monday through Friday, the Washington audience is in love with WMAL-TV. . . with these winsome results (according to ARB for February):

QUARTER-HOUR WINS:

WMAL-TV	**70**	**(4 ties)**
Station 2	35	(5 ties)
Station 3	6	(1 tie)
Station 4	4	

SHARE OF AUDIENCE:

WMAL-TV	**35.6**
Station 2	31.3
Station 3	19.7
Station 4	12.8

AVERAGE QUARTER-HOUR RATINGS:

WMAL-TV	**9.7**
Station 2	7.1
Station 3	4.2
Station 4	3.9

wmal-tv abc

maximum power on channel 7 in Washington, D.C.

an Evening Star station represented by H-R Television, Inc.

NILES FARM SERIES GOING STRONG

- **Half-hour agriculture film features farm news, interviews, events**
- **Advertisers on 'Cross Country' may select their own farm markets**

About two years ago Fred A. Niles Productions, a Chicago-Hollywood film company, decided to mine for gold in agricultural America's $37 billion market, with an eye on about one-third of the whole U. S. economy.

After considerable research and study Niles evolved a new weekly half-hour farm tv series, *Cross Country*, designed to appeal to 55 million rural Americans and featuring 20 of the country's top tv-radio farm directors. It made the series available to advertisers on a flexible select-your-market basis with conventional 13-, 26-, 39- and 52-week contracts, primarily for Saturday noontime showing.

The series, which reports farm news, on-the-spot interviews, agricultural events and other developments "in depth," debuted on 45 tv stations the week of Jan. 27 and now is going strong. It is produced by Cross Country Network Inc., a Niles subsidiary.

The clients:

Charles Pfizer Co. (agricultural chemical products), Brooklyn, N. Y., through Leo Burnett Co.—some 902 spot participations in 40 markets for 13 weeks. Honniger's (buildings, feeds, etc.), Fairbury, Ill., through Record Adv. Agency, same city—39 spots in three markets for 13 weeks.

(Another key advertiser is expected to sign shortly.)

Cross Country points out that it literally goes cross country for its news and feature stories. It calls on correspondents (tv and radio farm directors) in key rural areas and on prominent government and trade group officials for filmed interviews (among them, Secretary of Agriculture Ezra Benson; Charles Schuman, president of American Farm Bureau Federation, and Lyman McKee, president, American Dairy Assn.). Land grant colleges and extension and other groups provide basic data.

Cross Country is being made available to all comers: a client may buy one announcement per week in one market, or a maximum of four spots in as many markets as desired. (There are no "must buy" restrictions.) Says R. W. (Pat) O'Brian, marketing director of Cross Country Inc.:

"A manufacturer of products for farm consumption is interested in reaching an audience only in those markets where he has distribution. As a result, and since farming is regional and seasonal, advertisers select their own markets. . . . The spots (one to four) can appear in one show in one market or in all 315 [potential] markets.

"Since ours is essentially a network operation, we can custom-assemble a 'network' of stations for an advertiser. This usually coincides with the advertiser's distribution pattern."

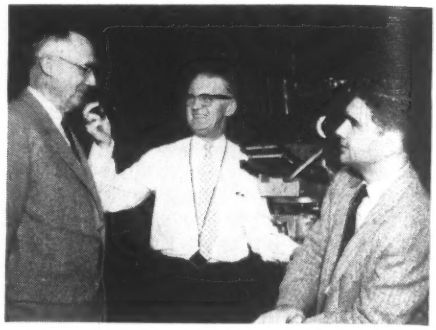
The cost to a client is based on *Cross Country's* one-time, one-minute rate, minus discounts (5 to 25%) given on the total number of spots purchased per contract period. Niles estimates a cost-per-thousand of as little as seven cents in one market, with an overall average of 35 cents per thousand.

Veteran farm broadcaster Lloyd Burlingham and Bill Mason moderate the weekly program, which tv stations are encouraged to slot in the Saturday noontime segment, considered the best time to catch some of the 30 million farm viewers in their homes. Says Niles: "They are used to watching television at that time. The habit has been established."

Pre-filmed spots are spliced into shows in those markets selected by the advertiser; the station's own tv farm director or other personality can deliver the local spots live. The format is as notable for its simplicity as the advertising pattern is. Viewers get national and local news of agriculture. Five minutes in each 30-minute segment are set aside for local news, weather and crop reports, delivered live at the station. Pat Trumbull, formerly assistant to the farm director of WGN Chicago, coordinates the program and works with farm directors, including such prominent farm broadcasters as Mal Hansen, WOW-AM-TV Omaha.

What are the advantages claimed for *Cross Country?* Product-program identification for the sponsor, service to rural viewers, proper commercial climate for commercial messages, flexibility of package, substantial merchandising potentials at the local community level and likable and believable farm broadcasting personalities.

On the basis of stations signed thus far, *Cross Country* has coverage in the Midwest, Northeast and South. Fred Niles, president of the production firm, expects to expand "the television voice of agriculture" to 80 stations by spring and 150 by year's end. Niles plans to start work shortly on the second 13-week cycle of films.



PRINCIPAL *moderator of Niles Productions'* Cross Country *farm tv film series farmcaster Lloyd Burlingham (l), undergoes light meter test by Jack Whitehead, cameraman, in preparation for shooting. Tom Rook (r) directs the studio portions of the show.*

Five Sales Executives Appointed At Flamingo After Reorganization

As part of an expansion program at the reorganized Flamingo Telefilm Sales Inc., New York, Herman Rush, president, and Ira Gottlieb, executive vice president, last week announced the addition of five sales executives to the company staff.

The new personnel served with the predecessor organization known as Flamingo Films. They are Ed Palmer, director of station relations; Jeff Davis, regional manager of the southern division; Ken Roswell, regional manager of the southwest; Julian Ludwig, regional manager of the west coast and Robert Conn, manager of the eastern division.

Flamingo has completed arrangements to distribute in the fall a new 39-episode half-hour series, *Citizen Soldier*, which is being filmed in Hollywood by producer Ron Alcorn, according to Mr. Gottlieb. He added that *O.S.S.*, currently carried on ABC-TV, is scheduled to go into syndication after completion of its network run later this spring. Flamingo, he said, is in the process of building up its feature film library and negotiating for more than 50 post-1950 features with various motion picture sources.

UA's Tv Release Suit Settled

Suit of United Artists to block the "unauthorized" release of four theatrical pictures for use on television by James Nasser and several Nasser-controlled companies was settled out of court last week, according to Arthur B. Krim, UA president. He did not reveal the terms of the settlement but said it involved "substantial payments" to UA. Defendants (Mr. Nasser, James Nasser Productions, Ressan Inc. and Strand Productions) were charged with distributing UA's "Don't Trust Your Husband," "Cover Up," "Without Honor" and "A Kiss for Corliss" to tv without permission. The suit was filed in U. S. District Court in Los Angeles in 1954.

NTA Begins 'Double Impact' Drive

In line with expansion plans for the NTA Film Network [FILM, March 17], Ely A. Landau, president, last week announced the beginning of an advertising campaign in excess of $100,000 to promote the network's "Double Impact" plan and the fall programming schedule. The campaign, placed through Moss Assoc., N. Y., in both consumer and trade publications, will last four weeks, starting last week. The advertisements on "Double Impact" refer to a plan being utilized on the network's *20th Century-Fox Hour* programming, which begins Sunday on a lineup of 63 stations. Under the plan, the program is shown on Sunday afternoon and repeated on a weekday evening, giving the advertiser a potentially unduplicated audience. The advertisements on fall programming plans highlight the "big night" concept of the network, whereby a three-hour program bloc in prime evening hours (7:30-10:30 p.m.) will be made available to advertisers once a week.

YEP, I'VE GOT 260 BRAND NEW CRUSADER RABBIT CARTOONS IN FULL COLOR AND ANIMATION AVAILABLE NOW!

New stories and situations, with the same lovable characters: Crusader Rabbit, Ragland T. Tiger, Garfield Groundhog! Ready to capture that big children's audience, and adults too, for you.

WRITE, WIRE OR PHONE

LEE ORGEL
1037 N. Cole Avenue
Hollywood 38, Calif.
HOllywood 5-5171

REGIS R FILMS

VERNE BEHNKE
595 Madison Avenue
New York 22, N.Y.
PLaza 5-0416

LOEW'S MAY ENTER LIVE TV PROGRAMS

- **Also planned: film syndication**
- **Company's big problem: money**

Loew's Inc. may enter live tv program production and film syndication, thus raising its sights a couple of notches with greater participation in tv production and in tv's profits.

Loew's needs coin from tv desperately to see it through its lean years of studio losses, bypassed dividends, staggering overhead and a rash of economies. But to get the additional hypo it will have to spend new money; thus the uncertainty.

If successful, spadework underway on the West Coast by Charles C. Barry, MGM-TV division's vice president, would build for the company a solid archway into tv syndication of film series, production of a live program series—tentatively a target of six programs next season—and financing of filmed tv production. (This financing is a three-way venture, pursued simultaneously: MGM will co-finance production and profit-share in proceeds; put up all the money for an outside producer and participate substantially in profits, and lease additional studio space for production by outside firms.)

These projects demand money, a very scarce commodity at MGM. Although MGM-TV has distribution facilities for its pre-1948 MGM feature library leased to stations, it presumably would take additional staffing and facilities to engage in syndication of film series. MGM-TV's film for tv production has been restricted to outright network or national advertiser sale.

MGM-TV also would like to acquire broadcast station interests but because of the initial investments required, the company actually has retrenched (sold its interest in KMGM-TV Minneapolis to National Telefilm Assoc.) and now owns WMGM New York and retains a part interest in KTTV (TV) Los Angeles.

In addition to selling "old" MGM motion pictures to tv, the company has a flourishing unit producing tv commercials for advertisers, has *The Thin Man* series on NBC-TV under sponsorship by Colgate-Palmolive and has sold the *Northwest Passage* series to NBC-TV. Mr. Barry from time to time has attempted a production arrangement with ABC-TV.

MGM-TV already has pilot scripts for *Fastest Gun Alive* (western) and *Father of the Bride* (musical comedy), either series suitable for syndication. But Mr. Barry first will shoot for network sale on these. MGM-TV has been holding back a pilot of *Min and Bill*, to be offered in the late spring for sale to a network or advertiser and has several other shows on a long range plan.

If MGM enters live programming, it will be the first major Hollywood studio to do so. Discussions have been held with Robert Saudek of Robert Saudek Assoc., New York, to produce a series of six "quality" specials for exposure next season. Mr. Saudek has operated his firm independently since the Ford Foundation ended its financial association with *Omnibus*. Saudek Assoc. now produces *Omnibus*, has completed arrangements to produce live a series of concerts featuring Leonard Bernstein and the New York Philharmonic Orchestra, plans two filmed series (*Annals of Medicine* and another on the post-Civil War period) and a live panel show and has still other properties tied up.

Meanwhile, Mr. Barry appointed William R. Gibbs, for two years tv commercial production supervisor for Young & Rubicam in San Francisco, as successor to Virgil E. Ellsworth, who has resigned as MGM-TV's director of the commercial and industrial division. Mr. Ellsworth, who had operated Mercury International on the West Coast (tv commercial film producer), joined MGM about a year ago.

NTA to Offer 'Walter Winchell'

National Telefilm Assoc., New York, announced last week that the *Walter Winchell File* half-hour tv film program will be offered for sale to regional advertisers and local stations, starting next fall. The 39-episode series will consist of 13 new programs being produced by Desilu Productions and 26 re-run programs of the *Walter Winchell File*, which ends its network cycle on ABC-TV this fall.

Animation-Todd Suit Detoured

A plagiarism suit by Animation Inc. against Mike Todd Corp. has been removed from the calendar of the Los Angeles Superior Court, where it was to have been heard Tuesday, on the motion of defense attorneys that it should be tried in federal court, since the defendant is a Delaware corporation. The suit, asking $250,000 damages, alleges that the epilogue of the Todd film, "Around the World in 80 Days" was based, "scene by scene," on a storyboard designed by Animation Inc., which received no credit in the film.

FILM SALES

Warner Bros. reports sales of its 52-feature "Vanguard" package to WOR-TV New York; KIMA-TV Yakima, Wash.; KROC-TV Rochester, Minn.; WCNY-TV Carthage (Watertown), N. Y.; KIRO-TV Seattle; KETV (TV) Omaha, and KRDO-TV Colorado Springs, Colo. Warner Bros. cartoons were sold to KOLN-TV Lincoln, Neb., and WBAY-TV Green Bay, Wis. "Popeye" cartoons went to KVOS-TV Bellingham, Wash.; KVTV (TV) Sioux City, Iowa; WSYR-TV Syracuse, N. Y.; KGBT-TV Harlingen, Tex.; WNCT (TV) Greenville, N. C., and WECT (TV) Wilmington, N. C. Additional Warner Bros. features were purchased by WKRC-TV Cincinnati, Ohio, and portions of its "Gold Mine Library" (group of sundry features other than Warner Bros.) by WTIC-TV Hartford, Conn., and KMGM-TV Minneapolis.

California National Productions, NBC's syndicated film subsidiary, reports *Medic* in its first off-network run has been sold to DuMont Broadcasting Corp. for WABD (TV) New York and WTTG (TV) Washington; to Storer Broadcasting Co. for WJBK-TV Detroit, WJW-TV Cleveland, WAGA-TV Atlanta and WSPD-TV Toledo, Ohio; to KTLA (TV) Los Angeles; WGN-TV Chicago; WVUE (TV) Wilmington, Del.; KRON-TV San Francisco; WJZ-TV Baltimore; WFAA-TV Dallas; WTVJ (TV) Miami; KTNT (TV) Seattle; KBTV (TV) Denver, and KPTV (TV) Portland, Ore.

Guild Films reports sale of its *Light of the World* to ABC-TV, to start in fall in 7-7:30 p.m. Sunday period, preceding *Maverick*. Guild began co-producing *Light of the World* late in 1957 with Trans American Productions, which produced program on radio for 10 years. Film series will consist of 39 half hours.

FILM DISTRIBUTION

ABC Film Syndication, N.Y., has released for sale to tv stations its "Galaxy 20" package of feature films, consisting of 20 British-produced motion pictures. Package includes "Lavender Hill Mob" and "The Promoter," both with Alec Guiness; "The Red Shoes," with Moira Shearer and Marius Goring; "In Which We Serve," with Noel Coward and Celia Johnson; "Caesar and Cleopatra," with Vivien Leigh and Stewart Granger, and "Odd Man Out," with James Mason and Robert Newton.

Screen Gems, N. Y., has announced that *Showcase 39*, re-runs of 39 *Ford Theatre* programs carried on ABC-TV during 1956-1957, is being placed into syndication.

ON CAMERA

Television Programs of America's pilot of *Airline Hostess*, half-hour adventure series, has gone into production at California studios for interior shots and Los Angeles International Airport for outside scenes. **Milton Krims** is producer, **Jus Addis,** director and **Leon Fromkess,** executive producer of TPA series, which stars **Marcia Henderson** in title role.

California National Productions will make *Gumby*, stop-motion animated series for children, available for local programming through its Victory Program Sales division. Twenty-two episode series is available in black-and-white or color, averages about 11 minutes playing time per episode and was on NBC-TV on Saturday mornings last year.

Interstate Tv Corp. has announced production of new 30-minute color-tv series, *The Adventures of Marco Polo*. Series will be shot in Far East.

Reycar Tv Productions, Pine Creek, Tex., is producing new western series, *Texas Little Buckaroos*, featuring all-children's cast which has not appeared professionally in past. Films range in running time from 12 to 20 minutes. Reycar is suggesting to local stations that they conduct contest to find talent for *Buckaroo* sequences to be filmed in Texas this summer. Series is distributed through Medallion Pictures Corp., N.Y.

Robert Siodmak, independent producer, announces production of new series of 39 half-hour suspense films, titled *Killers*, will begin May 5 in Munich, Germany.

F.R.P.* IS NEWS

F.R.P. is many things . . . F.R.P. is news . . .

The excitement of bulletins, headlines and stories that blanket Maryland and sweep around the world.

WBAL NEWS-Cruiser "Scoop" moving swiftly through the streets and byways of Baltimore to get an on-the-spot account of a news story . . . WBAL reporters going 3,000 miles to tell Maryland of Free State servicemen stationed in Germany . . . a "live" description of the last moments of freedom of a convicted murderer told from the shadow of penitentiary walls . . .

Hard-hitting commentary on the story behind today's headlines . . . on-the-air editorials that slash away false fronts and get to the heart of state and city problems . . .

Thousands of A.P., U.P., and I.N.S. reporters and N.B.C. newsmen working 24 hours a day from Moscow to Maine, from San Francisco to Saudi Arabia to back up the national and international scene . . . WBAL NEWS Department's own full time coverage of local stories.

F.R.P. news is always "first, factual and fullest" . . . compiled, edited and reported by newsmen with more combined experience than any other radio news staff in Maryland.

And news in only one part of F.R.P.

WBAL RADIO

BALTIMORE, MARYLAND ★ 50,000 WATTS

NBC Affiliate—Nationally Represented by
THE HENRY I. CHRISTAL CO., INC.

*FULL RANGE PROGRAMMING

CONGRESSMEN LEFT INCREDULOUS BY WEEK'S OVERSIGHT TESTIMONY

- **Wolverton's perjury charge caps committee reaction**
- **President, attorney general discuss FCC in speeches**

A potpourri of colorful adjectives was used last week by members of the House Legislative Oversight Subcommittee to describe the testimony of nine witnesses in the sixth week of hearings on the FCC's controversial grant of ch. 10 Miami to National Airlines.

The testimony—much of it in obvious conflict with that given earlier in the hearings—was variously described by congressmen as "curiouser and curiouser," "fantastic," "amazing," "ridiculous," "weird," "peculiar" and perjurious.

Both President Dwight Eisenhower and Attorney General William Rogers discussed the FCC situation in speeches last week before the Sixth Annual Conference of Republican Women in Washington. On conduct in government, the President said: "Here there is only one principle for all Americans to follow—the standard of official conduct must be the highest standard known to human behavior. . . .

"The citizen's primary protection lies in the assurance that the country's administrators are affected by no conceivable interest other than the public interest. . . . All of us can make certain, by prompt, decisive and fair corrective action, that public confidence in the integrity of government is maintained. The greater the role and responsibility of government, then, the greater the importance of uncompromising insistence on the official standards, all the time, everywhere."

As a grand jury investigation of the ch. 10 and Pittsburgh ch. 4 cases continues, Mr. Rogers promised that law violators uncovered during the House hearings "will be prosecuted to the fullest extent—no matter who they are. . . . We are investigating all the charges. If there have been violations of the law by anyone, he will be prosecuted."

The House investigation was prompted by charges Comr. Richard A. Mack "pledged" his vote in the case to National Airlines. Comr. Mack resigned three weeks ago [GOVERNMENT, March 10] under the threat of impeachment.

During last week's testimony, Rep. Charles Wolverton (R-N. J.) charged that "somebody" obviously has committed perjury while testifying before the subcommittee and asked that all records be forwarded to the Justice Dept. for action. Rep. Oren Harris (D-Ark.), chairman, replied Justice already is receiving daily transcripts of the hearings.

Rep. Harris said last week it appears there has been a "pattern" in the votes of commissioners on comparative tv cases but the subcommittee needs to look into more decisions to determine if this is true.

Rep. John Moss (D-Calif.) stated the subcommittee should suspend hearings for the time being and do more investigating if it wants the facts on charges of influence. He said it is evident not enough investigating has been done by the subcommittee staff before witnesses were called for questioning. "This is the time to take a pause and get an adequate preliminary job done," he told newsmen. "The kind of hearings we are having are not productive of anything but confusion."

The Californian said other contested tv cases are coming up for study and adequate investigation should produce solid facts at the hearings.

With the ch. 10 investigation—despite efforts by Republican members to call more witnesses—on its last legs, three of the commissioners are due to testify this week on charges of "personal misconduct." The charges were made early in February by the subcommittee's chief counsel, Dr. Bernard Schwartz, who later was fired by a 7-4 subcommittee vote.

Chairman John C. Doerfer already has been faced with and answered allegations made against him [GOVERNMENT, Feb. 10]. Comrs. Robert E. Lee, Rosel H. Hyde and Robert T. Bartley are scheduled to answer the charges this week. No such allegations have been made against Comrs. T. A. M. Craven and Frederick W. Ford.

All of last week's witnesses were mentioned in previous testimony given by Col. A. Frank Katzentine, owner of WKAT Miami and losing applicant in the ch. 10 case; George T. Baker, National Airlines president, and Alexander Hardy, National senior vice president. Much of the testimony of the most recent witnesses was in direct conflict with Col. Katzentine's statements under oath—which led to Rep. Wolverton's "perjury" charge. At least one other witness, the subcommittee openly felt, contradicted testimony by Messrs. Baker and Hardy.

Last Wednesday, Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, referred a bill (S 3487) which would prohibit airline ownership of a tv station to the Communications Subcommittee headed by Sen. John Pastore (D-R. I.). The bill was introduced by Sens. Joseph O'Mahoney (D-Wyo.) and Mike Monroney (D-Okla.) [AT DEADLINE, March 17].

On the witness stand last week: Monday—G. Gordon Moore, the President's brother-in-law who had been accused of "engineering" the National application, and Downey Rice, Washington attorney who went to the vice president's office regarding ch. 10; Tuesday—Harry McDonald, who Col. Katzentine testified would try to pull Col. Moore off his "engineering" job; John S. Knight, Miami broadcaster-publisher who discussed the case with Mr. Hardy; Lou Poller, retired broadcaster who talked to Col. Katzentine, and Harry Plotkin, attorney also brought into the record by Col. Katzentine.

Also, Wednesday—H. Earl Barber, legal assistant to Comr. Mack at the FCC; Thursday—Milt Dean Hill, public relations counsel for National Airlines, and Friday—Paul Porter, attorney for Col. Katzentine (for Mr. Porter's testimony, see AT DEADLINE, page 9).

WITNESS: Col. G. Gordon Moore

Col. Moore was emphatic in denying that he was one of the actors in the ch. 10 case. Asked point blank, "Were you in any way engineering the application for National Airlines?" he replied "No sir." He said that he had never done anything in any way that would connote an interest in ch. 10.

"I am appearing voluntarily, in order to be sure that the committee understands I have in no way, directly or indirectly, influenced or sought to influence the decision of the FCC in the award of a television license for ch. 10 in Miami. . . . . Furthermore, I have never discussed any matter with any member of the Federal Communications Commission at any time," Col. Moore told the subcommittee.

He denied being a member of a "White House clique" as charged by former subcommittee Chief Counsel Bernard Schwartz, and said he had no knowledge that such a "clique" existed. The Dominican Republic shipyard venture, in which he and two directors of National were involved, had no connection with the tv application, Col. Moore testified.

When the witness stated he had no knowledge that he had been named a vice president-director of the shipyard, Rep. Peter F. Mack (D-Ill.) termed this as "fantastic" as some of the testimony of ex-Comr. Mack.

Col. Moore admitted that his "name" had been used in the promotion of an airline stock venture several years ago. At times, he said, his White House association is a liability rather than an asset and that he is very careful about the business ties he makes. He told the subcommittee he refused to become a director in two large transportation firms because it might have involved an appearance before one or more of the regulatory agencies.

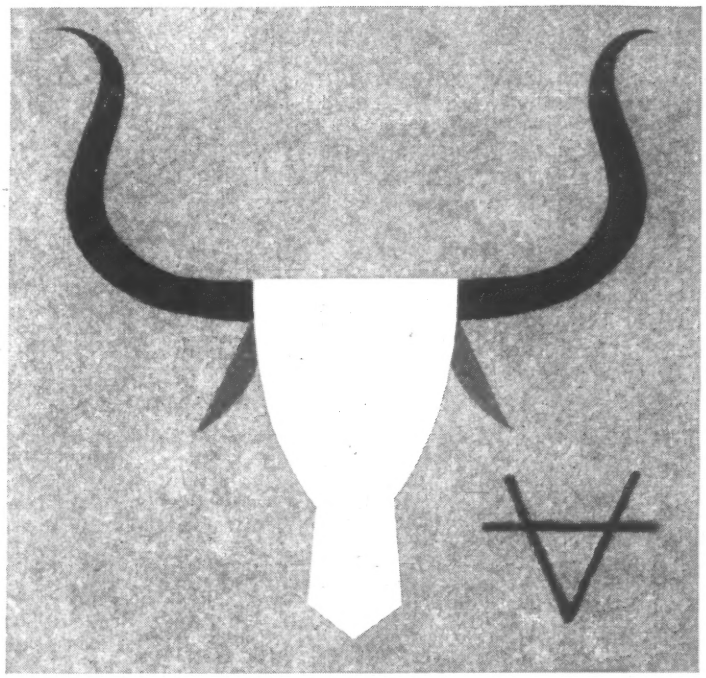
He first learned that National had applied for a tv channel, Col. Moore stated, when a friend told him the airline had been awarded the grant.

WITNESS: Downey Rice

Former FBI agent Rice told about steps he took in finding ways of "unfixing the fix"—if there was a fix—in the ch. 10 case. He said he met Col. Katzentine in 1950 through Daniel Sullivan, director of the Greater Miami Crime Commission, while serving as counsel for the Kefauver Crime Committee.

Earlier in the hearings, a letter Mr. Rice had written to Mr. Sullivan concerning possible intervention into the case by Vice President Richard M. Nixon was entered in the record [GOVERNMENT, Feb. 24]. Mr. Rice said he sought aid from the vice president and others after reports from Mr. Sullivan that Col. Moore was pushing the National

as basic as the alphabet



EGYPTIAN

Ancient ancestor of our letter A was probably an Egyptian picture of an ox or of *Apis*, the sacred bull.

PHOENICIAN

With the passage of time, sea-traders took over the ox letter, tipped it, and let it stand for the first sound in *'aleph* (ox).

GREEK

Later, the Greeks tipped the letter again, making it represent the first sound in *alpha*.

ROMAN

Adopting the A from the Etruscans, the Romans carved it on their monuments in the graceful form we know today.

Historical data by
Dr. Donald J. Lloyd, Wayne State University

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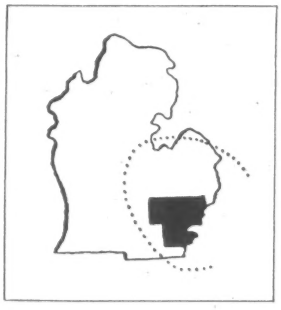

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Airlines application and the "fix was on."

He admitted he had no proof Col. Moore was involved and said he made no further inquiries to determine if this were true. Mr. Rice said he was "incensed at the injustice of the matter" if the allegations were true and acted as a "friend and citizen who had been outraged."

Mr. Rice, a member of the Federal Communications Bar Assn. who has never practiced before the Commission, said he first heard of Col. Moore's alleged participation in late summer 1955, soon after the July 1955 oral argument. A close friend of Comr. Lee, Mr. Rice said he did not go to the commissioner on the ch. 10 case but "went to the place where I thought the most good could be done [Vice President Nixon]."

His moves were made, the witness testified, to alert the proper people of a possible scandal. He denied trying to get anyone to vote for the WKAT application and said his activity was only to assure that the case would be decided on its merits. The Justice Dept. was not asked to intercede, Mr. Rice said, because he felt the evidence was not strong enough and public disclosure might "rock the country."

Questioned at length by Rep. John Bennett (R-Mich.), Mr. Rice said he could not give a yes or no answer as to whether he was acting under the direction of someone. Rep. Bennett protested the witness could give a direct answer and finally told Chairman Harris in disgust: "I give up, Mr. Chairman."

Mr. Rice, whose brother-in-law is a vice president of National Airlines, said he had no files on his activities in the ch. 10 case. He explained a May 24, 1956, memo he dictated (it was never revealed who received the memo) concerned an investigation he had conducted of George T. Baker, National president. He said the investigation was undertaken for an airline client, concerned matters before the CAB and had no relation to the ch. 10 case.

When asked, however, if results of the investigation of Mr. Baker would be interesting to the subcommittee, Mr. Rice replied they would and agreed to furnish his report to the House body.

WITNESS: Harry McDonald

Mr. McDonald, former chairman of the Securities & Exchange Commission, was asked to explain previous testimony that he would try "to pull Moore off" the National case or at least determine if Col. Moore actually was "engineering" the National application.

"This is positively fabricated from nothing," Mr. McDonald testified, "I took absolutely no part." He met Col. Katzentine (who made the statement in a letter to his attorney), he related, in 1954 while in Miami working on a civic project. He said the WKAT owner asked him if he knew Col. Moore and who was close to Col. Moore. The witness said he told Col. Katzentine he had met Col. Moore and that Pel Miller was Mr. Moore's business associate.

This, Mr. McDonald said, was all that happened. He said he "studiously" avoided becoming involved in the ch. 10 case and denied ever talking to Messrs. Porter, Moore, Miller, any of the commissioners or anyone else about the Miami tv case.

Rep. Harris asked Mr. McDonald about a Feb. 11, 1957 (four days after the ch. 10 grant), letter he had written to Col. Katzentine expressing "surprise" that National had received the grant and enclosing a newspaper clipping of the award. The witness said his "surprise" was that a grant had been made because he had heard the FCC was going to reopen the case and it "didn't look like anybody was going to be given the channel." He said this information came from Robert Jones, a former member of the FCC.

WITNESS: John S. Knight

Mr. Knight told the subcommittee his version (the third account related in testimony) of a January 1956 meeting with Alexander Hardy, senior vice president of National Airlines. The publisher-broadcaster said Mr. Hardy introduced himself on a Washington-Miami flight and they discussed the ch. 10 case as well as the proceeding on Miami ch. 7, which later was awarded to Mr. Knight and his associates.

Mr. Hardy was "extremely confident," Mr. Knight testified, and left the impression National was assured of the votes of three unnamed commissioners. Asked if Mr. Hardy said the grant was "in the bag," Mr. Knight could not remember if those were the exact words used. The talk with Mr. Hardy was "not an encounter of my choosing," Mr. Knight stated.

A week after the Hardy conversation, Mr. Knight said he talked with Col. Katzentine. "It seemed to me Mr. Katzentine had jeopardized his chances," Mr. Knight stated in explaining he "occasionally" tried to advise Mr. Katzentine on public relations matters. Mr. Knight, who was on the stand less than 30 minutes, said trade reports at this time gave support to speculation that WKAT was going to lose out in its tv bid.

WITNESS: Lou Poller

Mr. Poller, a self-styled "retired" broadcaster, completely contradicted earlier testimony given by Col. Katzentine. "That's not so," he replied, when asked if he had told the WKAT owner he did not have a chance and that Comrs. Lee, Doerfer and McConnaughey all were going to vote for National.

A December 1955 telephone conversation with Col. Katzentine was limited strictly to matters concerning the Estes Kefauver campaign for President, Mr. Poller said, and denied the ch. 10 case was even mentioned, as claimed by Col. Katzentine.

Mr. Poller, a volunteer worker for the Kefauver campaign, admitted telling Col. Katzentine in May 1956 that his tv application would have "a better chance" if a Democrat won the Presidential election. He said this was a form of "needling" Col. Katzentine because the ch. 10 applicant was not doing a good job in the Florida fundraising activities for Sen. Kefauver.

The witness also acknowledged that he

A COURSE THEY DIDN'T TAKE

During the genesis of the House Legislative Oversight Subcommittee investigation of the FCC, another member of the subcommittee's staff (besides since-fired Chief Counsel Bernard Schwartz) drafted a course for studying the problems and troubles of the Commission.

In a Dec. 13, 1957, report intended for the committee members, attorney Stephen J. Angland made 13 "suggestions" of areas to be investigated at the FCC. The suggestions, according to spokesmen, did not coincide with the plans of Prof. Schwartz—who literally scissored them from the report before it was sent on to the subcommittee.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, did not know they existed until asked about their status last week by BROADCASTING.

Mr. Angland's 13 suggestions, not necessarily in order of importance: (1) overall need for a study of the spectrum (now pending before Congress in two bills); (2) uhf problem, including a study of the FCC deintermixture decisions and "their apparent lack of rhyme or reason"; (3) concentration of control, including multiple ownership, lease-maintenance, microwave relay (the lease-maintenance contracts have been turned over to Herb Maletz, counsel for the House Antitrust Subcommittee); (4) Sec. 309 (c) (protest provision) of Communications Act (Mr. Angland found a general feeling this section has been abused, throws an undue burden on the Commission staff and should be repealed);

Also: (5) station sales (the feeling here is that the FCC should have more authority over sales—standards such as used in original grant should be considered); (6) separation of functions (found present FCC procedure burdensome and probably needless in some respects); (7) budgetary planning; (8) international communications (no central control found at FCC with responsibilities "spread all over the lot"); (9) standards or criteria for grants (the current ch. 10 Miami hearings and other comparative cases would come under this category); (10) enforcement of FCC rules (felt Commission needs authority to put teeth into violation of rules); (11) license terms; (12) FCC legislative program, and (13) FCC rules of procedure.

On learning the 13 Angland recommendations existed, Rep. Harris said he definitely would like to take a look at them but did not indicate what, if any, action would be taken.

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has lunch with Comr. Lee "once in a while" but denied ever discussing ch. 10 or any other case with Comr. Lee or any other commissioner. He also denied ever mentioning this relationship with Comr. Lee to Col. Katzentine.

WITNESS: Harry Plotkin

Mr. Plotkin was asked if he told Col. Katzentine an FCC employe had resigned after becoming "nauseated" over instructions to write a decision favoring National. "That is not true," Mr. Plotkin replied. "There is no such employe to my knowledge." Col. Katzentine had made the claim in testimony three weeks ago.

The witness admitted calling Col. Katzentine in late 1955 or early 1956 and telling him the Commission had voted to give the channel to the airline. His information came from the trade press—either BROADCASTING magazine or *Television Digest*—Mr. Plotkin stated. He told the subcommittee it was his practice, at that time, to call the trade press following Commission executive meetings to find out what had been decided. In this particular instance, he said, he could not remember which publication had given him the information.

"Too many people seem to have a convenient memory of not remembering what happened," Rep. Harris retorted. The chairman then asked: "Mr. Plotkin, is this the type of procedure that many of the attorneys practicing before the FCC follow?"

"I'm sorry to say, yes," the witness replied. He then explained this method of learning of FCC actions no longer is necessary because the Commission now makes public its staff instructions. "You were down there [FCC] for a long time and you should know something about how these things leak," Rep. Harris countered.

Mr. Plotkin, who was in the FCC general counsel's office from 1940-51, replied that the leaks were not so bad "in the old days." Rep. John J. Flynt (D-Ga.) asked where the leaks came from and Mr. Plotkin replied: "I do not know. . . . I'm not privy to sources of the trade press."

The witness said he heard "persistent rumors" that National would get the grant but that all of them came from Col. Katzentine or within the Arnold, Fortas & Porter law office, of which he then was a member. He denied ever talking to any commissioner regarding ch. 10, saying it was not his practice to talk to commissioners on pending cases.

The FCC violated "a good many" of its own standards in granting the channel to National, Mr. Plotkin testified. He denied ever telling Col. Katzentine, as the colonel had earlier stated, that Comrs. Lee, Doerfer, McConnaughey and Mack were going to vote for National.

At the close of Mr. Plotkin's testimony, Rep. Wolverton asked that the contradictory evidence before the subcommittee be sent to the Justice Dept. for possible prosecution. "Perjury is just as infamous a crime as any attributed to anyone in this case," the ranking Republican subcommittee member stated.

Rep. Wolverton said if he had known in advance that Col. Katzentine's testimony would be so "repudiated" by later witnesses, he would have subjected the WKAT owner to a "very vigorous cross examination," because it is obvious somebody has made "untrue" statements.

WITNESS: H. Earl Barber

Mr. Barber was the only witness Wednesday, the hearing being limited to a morning session. His resignation from the FCC, tendered 36 hours after Comr. Mack resigned, became effective only last Tuesday.

While admitting a close personal relationship with Mr. Whiteside going back to his college days, Mr. Barber denied ever discussing the ch. 10 case with Mr. Whiteside. He said the only time the two even "vaguely" mentioned the Miami contest was when Mr. Whiteside expressed his personal opinion of Col. Katzentine.

Mr. Barber was an associate in Mr. Whiteside's law firm for seven years and left in August 1955 to become Comr. Mack's legal assistant. He said he applied to Comr. Mack for the job and Mr. Whiteside was not too enthusiastic about him (Barber) leaving Miami.

Explaining a $600 loan from Mr. Whiteside which has not been repaid, Mr. Barber stated: "It didn't worry me. . . . He didn't need it. . . . By the time I had saved enough to repay him, it looked as if I might need it to move again. It turns out I do." Mr. Barber also testified his former employer "loaned" him $150 in 1949—a loan that Mr. Whiteside did not want repaid—and gave him his first automobile, a 1938 Dodge.

Subcommittee records showed that Mr. Barber had made several personal telephone calls to Mr. Whiteside and others on Comr. Mack's private phone. The witness explained that at the time the calls were made he did not know they were billed to the government and, when he discovered this, paid Comr. Mack with cash for the calls. He defended this payment procedure because the calls were made under a "peculiar situation."

Rep. Harris introduced records which showed that $292 had been paid by Comr. Mack on the private calls while $511 were paid by the government.

Mr. Barber admitted that a liquor license in a Dania Beach, Fla., hotel was held in his name until sometime last year. He explained the hotel, including the liquor license, was purchased in 1953 by the T. A. Whiteside Trust and Mr. Whiteside put the liquor license under his (Barber's) name. Under Florida law, a trust is prohibited from owning a liquor license. Mr. Barber said he received nothing while the liquor license was under his name nor did he receive any of the proceeds from its sale. He denied there was anything illegal or "underhanded" in the way the license was handled.

Mr. Barber claimed to have no knowledge of a $375 check from Mr. Whiteside to Mr. Mack in 1952 and charged to Mr. Barber's withdrawal account at the Whiteside law firm. Mr. Barber recalled that it may have been a campaign contribution because Mr. Mack at that time was running for re-election on the Florida Railroad & Public Utilities Commission.

Rep. John Moss (D-Calif.) found it hard to believe that Mr. Barber would not know about the $375 figure on his account. "I don't believe it. . . . I have heard more fantastic tales in the past few weeks . . ." relating to the ch. 10 case, the congressman retorted.

The witness also was unable to remember a Jan. 18, 1956, letter from himself to Mr. Whiteside containing an enclosure according to "standard instructions." Under questioning by Rep. John Bell Williams (D-Miss.), Mr. Barber could not state whether two telephone calls to Mr. Whiteside the same week had anything to do with the letter. Rep. Williams found this hard to believe.

Mr. Barber criticized the subcommittee because "weird stories" and "wild and vicious rumors" had been circulated about him and said he resented the fact no one had tried to question him previously. When asked by the chairman why he did not volunteer to testify, Mr. Barber replied: "Well, Mr. Harris, I guess I was just scared to death." He denied, however, he was scared because "something was wrong."

One of his first tasks after joining Comr. Mack's staff, Mr. Barber stated, was to digest the file on the Miami tv case. He said he then presented the facts to the commissioner but made no recommendations.

WITNESS: Milt Dean Hill

Mr. Hill had trouble describing to the subcommittee an explanation he gave to his boss for a December 1956 telephone call to attorney Charles Steadman in Cleveland. Mr. Hill had written on a memorandum that Mr. Steadman was very close to then FCC Chairman McConnaughey and was keeping on top of the ch. 10 situation. Mr. Hardy, Mr. Hill's boss, earlier had explained the memo was a fabrication to cover up a personal telephone call.

About the Steadman phone call, Mr. Hill at various times testified (1) that he did not remember what was discussed; (2) that they talked about airline reservations for the up-

CASH ON THE LINE

Comparing tv licenses to leases on public land, Phil C. Neal, teacher of administrative law at Harvard U., has declared that television licenses "ought to be subject to competitive bid, just the way government contracts are." Prof. Neal expressed his views on *Backgrounds*, heard on WGBH-FM-TV Boston, Mass. Interviewed by Louis M. Lyons, on the topic "The FCC on Trial," Prof. Neal insisted that auctioning tv licenses would also "get the Commission out of the business of trying to make these judgments between applicants who are pretty close to being equal, where it's awfully easy for a Commissioner to be swayed by outside influence."

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coming presidential inauguration; (3) that ch. 10 might have been mentioned but he did not think so; (4) that Mr. Hardy, an attorney, might consider the call personal but he, a public relations man, considered it business, and (5) that he and Mr. Hardy had "agreed" to call it personal.

Mr. Hill said he made a "mistake and I am sorry for it." He said Mr. Hardy had asked for justification of a "whole fistful" of telephone calls and "I put down the best excuse I could think of. . . . My only concern was to get Mr. Hardy off the back of my neck."

Although admitting he stated Messrs. Steadman and McConnaughey were close personal friends, Mr. Hill told the subcommittee he did not know if this were actually true. "Do you expect this subcommittee to believe that?" Rep. Harris asked. "It's the truth, sir," the witness replied.

Almost to a man, members of the subcommittee attacked Mr. Hill's explanation of the telephone call. Chairman Harris told the witness: "I've heard the terms fantastic and amazing [applied to previous testimony of witnesses] but my vocabulary does not encompass a word to describe . . ." your explanation.

Rep. Williams charged that "either you [Hill] or Mr. Hardy is lying," and Rep. Robert Hale (R-Me.) stated: "You leave me with the impression that you're more anxious to please Mr. Hardy than tell the truth." Mr. Hill protested that he was telling the truth and did not particularly care if Mr. Hardy was pleased with his statements.

Rep. Mack called Mr. Hill's testimony "ridiculous" and Reps. Moss and Williams both said, "This case gets curiouser and curiouser as we go along."

In answer to the questions of several of the congressmen, Mr. Hill steadfastly denied he had contacted any of the commissioners or members of their staffs about National's ch. 10 application. Rep. Wolverton read part of an investigator's report of an interview with Comr. Hyde which stated that Mr. Hill had visited his office and wanted to tell the commissioner about the outstanding character of National's executives.

Mr. Hill said he remembered the visit, "but as I recall it, it had to do with reservation matters." He denied attempting to discuss the ch. 10 matter.

As Mr. Hill finished his testimony, Rep. Williams (acting as chairman) bluntly told the National public relations counsel that he had "contradicted himself in many ways" and that his testimony "contradicted information the committee has from other sources."

Senators Shout Down Amendment To Repeal 10% Radio-Tv Set Excise

The Senate, by a voice vote March 14, shouted down an amendment proposed by Sen. Paul H. Douglas (D-Ill.) which would have repealed the 10% excise tax on all radio and tv receivers. The amendment was offered to HR 10,021, which has to do with the taxing of insurance companies.

In addition to radio and tv sets, the amendment would have removed the excise tax on many other commodities and services and would have cost the government an estimated $2 billion in revenue ($179 million loss from radio and tv sales). Also included was repeal of the 10% and 8% excise taxes on communciations and leased wires.

Before the amendment was defeated, Sen. William Knowland (R-Calif.), minority leader, reminded the Senate that it will be dealing with an excise tax bill before June 30 because the White House has asked for extension of existing levies scheduled for automatic reduction on that date under existing law.

Several bills now are pending in both houses which would remove the excise tax on uhf television receivers and have been endorsed by the chairmen of the two Commerce Committees [GOVERNMENT, Aug. 5, 1957].

In a related action, Rep. James H. Morrison (D-La.) introduced a measure (HR 11,484) to repeal the excise tax on communications.

FCC Denies Ch. 10 Error Despite Remand Request

The FCC has told the U. S. Court of Appeals in Washington that it made no error in granting ch. 10 Miami to a subsidiary of National Airlines.

The Commission's position was taken in a brief filed March 14 in the litigation brought by WKAT Inc., one of the losers in the controversial ch. 10 case, and by Eastern Airlines, which sought to intervene in the comparative hearing.

The brief was filed about a week after the Commission formally asked the court to remand the ch. 10 case, in light of the tactics used by both principal parties and brought to light during the current hearings by the House Oversight Committee [GOVERNMENT, March 17].

The paradox was explained by red-faced FCC attorneys as one of legal requirements. Although the Commission asked the court to remand the case, no action has been taken on that motion and the deadline for the FCC's brief had to be met.

Other parties in the litigation on Friday asked the court for a week's extension to respond to the remand motion. The deadline was March 21.

NAB Asks Amendment of Rules On Frequency Monitor Logging

NAB has petitioned the FCC for institution of rule making proceedings to amend the FCC Rules with respect to the logging of frequency monitor readings so that it would be necessary only to make an entry in the operating log of frequency monitor reading at the beginning and close of the broadcast day instead of every thirty minutes as is now required. In case of continuous station operation the entry would be made once in each 12-hour period.

In support of its petition NAB declares: "In view . . . of the great technical strides made in the design of frequency control circuits and resultant stability as evidenced by a recent survey conducted by this Association throughout the entire broadcast industry, the Association has concluded that the (existing) logging requirements . . . present an unnecessary burden and should therefore be relaxed."

ETV Subsidy Hearing Is April 24 in Senate

The Senate Interstate & Foreign Commerce Committee last week scheduled hearings beginning April 24 on a bill (S 2119) which would grant each state up to $1 million for educational television [CLOSED CIRCUIT, March 17]. The bill was introduced by the committee's chairman, Sen. Warren Magnuson (D-Wash.) [GOVERNMENT, May 27, 1957].

Sen. Magnuson said officials of both educational and commercial tv will testify during the hearings, which are expected to include an overall study of educational television. S 2119 would require the state to provide land, buildings and cost of operation and maintenance of the educational tv station. The states, in turn, could get grants for the purchase of actual equipment and facilities. To be eligible for a federal educational tv grant, states would have to:

(1) Secure authorization from the FCC.

(2) Apply for monetary assistance to the U. S. Commissioner of Education.

(3) Place operation of the station under control of the state agency or officer responsible for supervision of public schools.

(4) Use the station for educational purposes only.

There currently are 31 educational tv stations on the air in the U. S.

Sen. Wayne Morse (D-Wash.), following eight weeks of hearings by the Senate Labor & Public Welfare Committee on educational bills, called for an investigation of the FCC to find out why more tv channels have not been awarded to educational stations.

A "*prima facie* case exists" against the FCC, Sen. Morse charged. Sen. Lister Hill (D-Ala.), chairman of the committee, said the committee's staff—and perhaps later the whole committee—would look into the educational television situation.

Testimony about educational tv and teacher shortages was given the committee by Philip Coombs, secretary and research director, and John K. Weiss, assistant vice president, both of the Ford Foundation's Fund for the Advancement of Education.

T. Wilson Cahall, coordinator of the Hagerstown, Md., closed-circuit school tv network, told the committee about that system. The Hagerstown operation was studied first-hand last Monday by a House education subcommittee which visited the Maryland city. The system, financed by the Ford Foundation, is operated in every Hagerstown school.

Ashley Criticizes Toll Tv Foes

A charge that the television industry and motion picture theatre owners are "propagandizing" the American public against toll tv was made in Congress last week by Rep. Thomas L. Ashley (D-Ohio). Rep. Ashley claimed that congressmen are being pressured into opposing a test of pay tv through the "misrepresentations" of the networks and theatre owners.

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MULTIPLE OWNERS HIT BARROW LOGIC

Multiple owners are having their innings before the FCC in the current Barrow Report hearings—with three already having testified and three more scheduled to appear.

Those who have testified have opposed the Barrow recommendations that the multiple television ownership limitations (no more than seven to a single owner, of which not more than five may be vhf outlets) be tightened to forbid a single owner from having more than three vhf stations in the first 25 markets, and that local ownership be given a greater preference than absentee ownership in comparative hearing cases.

They have also upheld present option time and must-buy provisions of networking.

Testimony has already been submitted by C. Wrede Petersmeyer, Corinthian stations (J. H. Whitney & Co.); Mrs. A. Scott Bullitt, King stations, and Weston C. Pullen and Hugh B. Terry, Time Inc. stations. Mr. Petersmeyer testified a week ago Friday [AT DEADLINE, March 17]. The others appeared last Monday.

The hearings resume March 31, with Payson Hall, Meredith stations; George B. Storer, Storer stations, and Donald H. McGannon, C. C. Woodard Jr. and Joseph E. Baudino, Westinghouse Broadcasting Co.

It will be continued on April 8, when the ABC Tv Affiliates Committee leads off the network affiliates committee delegations—including those representing CBS and NBC affiliates.

WITNESS: Mrs. A. Scott Bullitt

Local ownership, per se, no gauge of local benefit

Mrs. A. Scott Bullitt, owner of the King stations in the Pacific northwest, took the position that a multiple owner is often as good as a single owner in bringing the best to local viewers—and many times is better equipped to do so.

There is nothing in local ownership, *per se,* Mrs. Bullitt said, that includes the ability to serve the local public "with sensitivity."

In fact, Mrs. Bullitt argued, a multiple owner is in a position to bring benefits to a community which would be vastly more difficult for a single owner.

Mrs. Bullitt's recital of the activities of the stations owned or controlled by King—KING-AM-FM-TV Seattle, KGW-AM-TV Portland and KREM-AM-TV Spokane—encompassed local live community programming, remotes, and educational broadcasts. These applied, she pointed out, not only for the individual communities, but also the region, and included coverage of national events of interest to the Northwest.

Some of these programs, she emphasized, would not have been possible except that the costs were underwritten by two or three of the stations—which also enabled facilities to be pooled.

Mrs. Bullitt's philosophy of broadcast operation was expressed in these words:

"Broadcasting must come out of its studios and go into the highways and byways to feel and find. A station's creative thinking can be one of the greatest assets of a community, if the station accepts full responsibility. An owner's sincere desire to serve is the key to community service . . ."

The experience of operating KING-TV in Seattle, Mrs. Bullitt said, resulted in better service to Portland and Spokane.

Mrs. Bullitt bought what is now KING-TV in 1949. She was successful in winning the grant for Portland in 1956, and bought majority ownership of KREM-AM-TV in 1957.

Mrs. Bullitt admonished the Commission to weigh carefully the recommendations of the Barrow staff: "I think the Commission is at a philosophical crossroads. The Commission must decide whether it will continue to permit the normal growth of the broadcasting business—to give free play to the imaginative and creative forces whch have brought television so far and so fast—or whether it will use the heavy hand of government authority to place onerous new restrictions on that growth."

In the question period, Comr. Frederick W. Ford wondered whether some system other than the present comparative hearing process might be used to choose applicants who apply for facilities. This was the first mention of a possibility of change in the present comparative hearing process. Comr. Ford has been raising the question of the "irreconcilability" of the complex hearing process for original grants and the virtual "pro forma" action in approving transfers.

Mr. Ford said he was concerned about that situation because one out of every three tv stations now operating is being operated by owners who had bought the facility.

Mrs. Bullitt answered that an open bidding procedure for sales would not only be discouraging and unfair to entities seeking to enter tv through purchase, but also unfair to those who apply for original grants—since it would circumscribe their freedom of action if they wanted or needed to sell at a subsequent date.

Comr. Robert E. Lee brought up the possibility that the Commission might require that absentee owners have local management or include local entities on the board of directors of the company—or, Mr. Lee added, local equity in the company.

Comr. Robert T. Bartley said, "I think we have too few Mrs. Bullitts, that's one of the troubles in broadcasting."

Mrs. Bullitt made it plain she felt that if a sale were held up for a year or two, while a "comparative" hearing was held to choose between two or more buyers, the station staff would go to pieces.

Chairman John C. Doerfer, in a sweeping statement that reflected his attitude toward the idea of throwing station sales open to comparative hearings, ventured the belief that people with capital for venture investment would not be willing to tie up funds for the number of years required to go through a comparative hearing in a purchase. He continued:

"The right to the fruits of endeavor, almost a property right, is part of the incentive system in America . . ."

WITNESS: Weston C. Pullen Jr.

Each station develops strong local personality

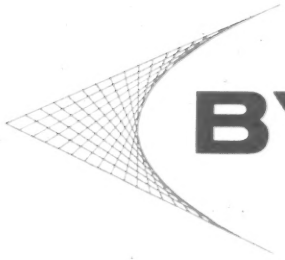
Weston C. Pullen Jr., vice president for broadcasting, Time Inc., maintained that Time Inc. stations had a "superior" record of public service in its five station operations.

He said that Time Inc. managers are "strongly autonomous" and that each station is encouraged to develop its own "personality" through local live programs, public events and news broadcasts.

He disclosed that Time Inc. was setting up a special news service for its owned stations from its Washington *Time-Life* bureau.

The group ownership of five different outlets, Mr. Pullen emphasized, has not given Time Inc. any special advantages. The stations are not sold as a group—although a group rate was offered some years ago which never brought much success. The sta-

BLACK & WHITE AND FULL COLOR VIDEOTAPE RECORDING



BY AMPEX

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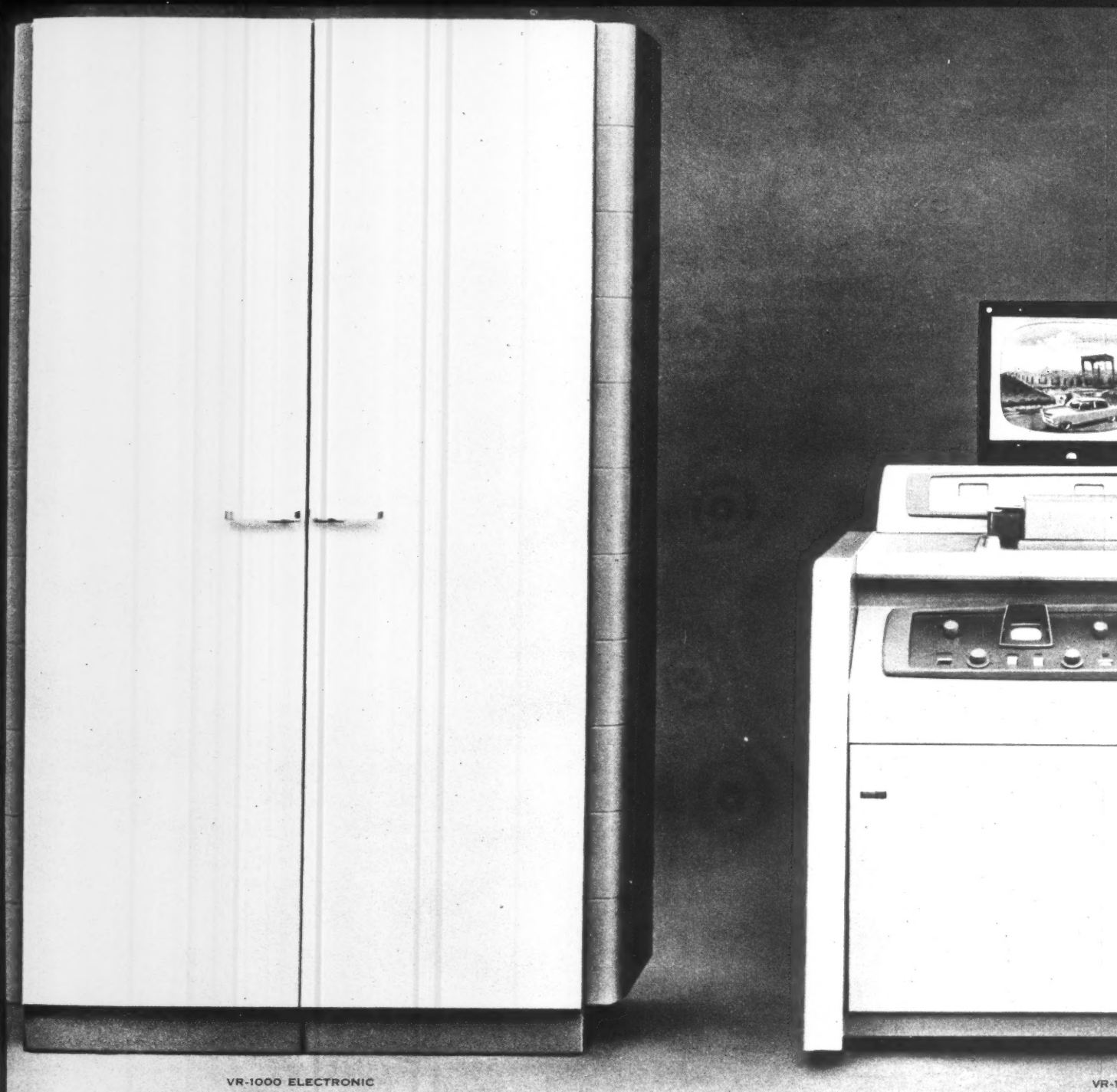


VR-1000 ELECTRONIC

THE **AMPEX*** **VR-1000** BRINGS YOU LIVE QUALI

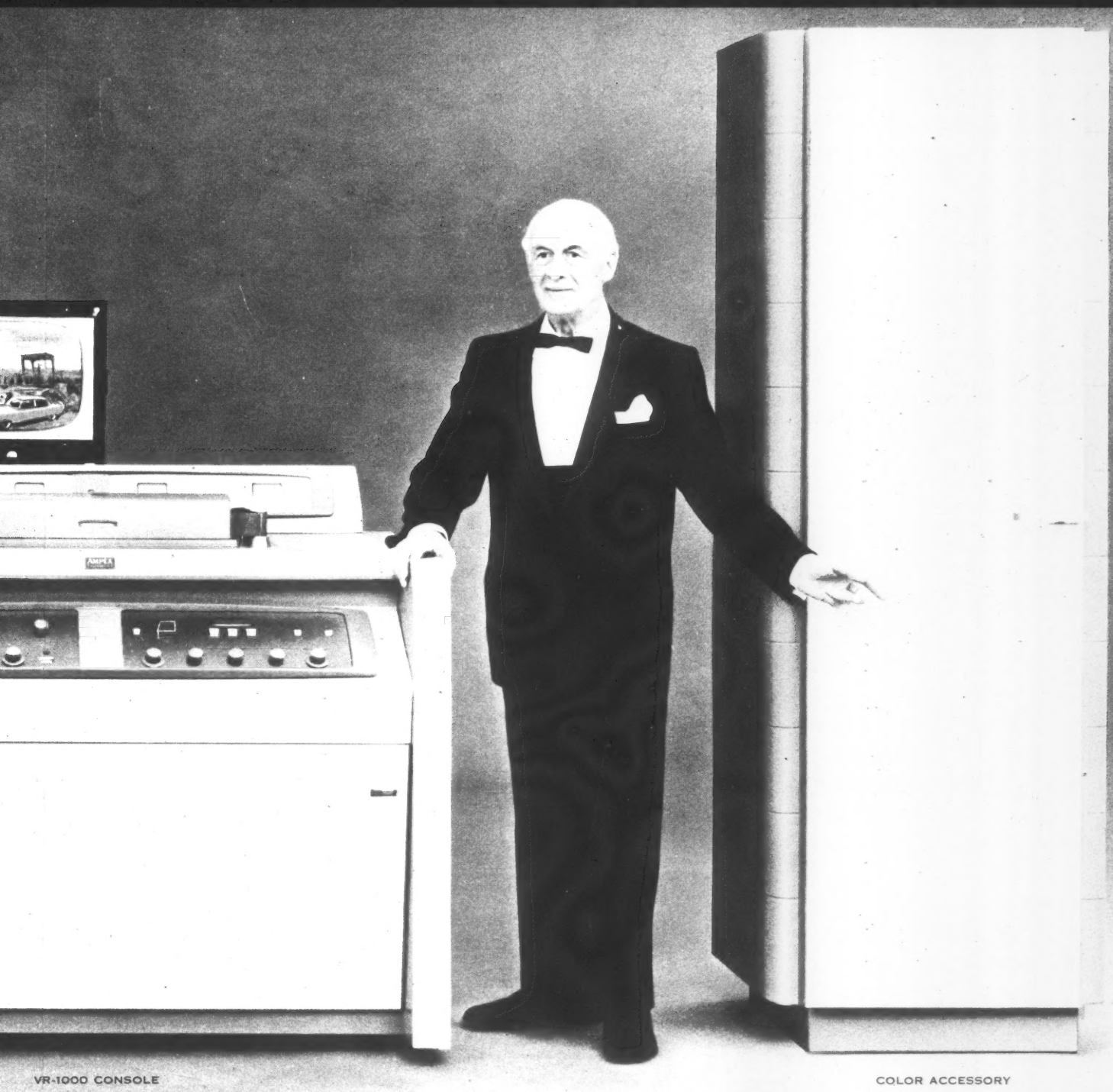
Black and White

The Ampex VR-1000 is the ultimate in television recording and playback. Both picture and sound match the realism of the original performance. Telecasts played back from the Ampex VR-1000 appear identical to live TV.

The Ampex VR-1000 is a complete television recording and playback facility. Playbacks are immediate or they may be delayed indefinitely. Tapes are interchangeable and *re-usable*. Editing is *proved* and practical. Thus the Ampex VR-1000 brings new flexibility into all station operations . . . in scheduling programs, commercials and special events . . . and in scheduling performers, camera crews and studio time.

The Ampex VR-1000 *Videotape* Recorder has been in daily use by the networks since November 30, 1956, and by farsighted independent stations since November 30, 1957. Accelerated production of the VR-1000 assures delivery of all back orders before Daylight Savings Time in April, 1958, with prompt delivery on subsequent orders.

The Ampex VR-1000 repays its cost in a hurry, starts paying for itself immediately in your black and white operations, adapting to color whenever *you're* ready for it.



VR-1000 CONSOLE

COLOR ACCESSORY

ALITY VIDEOTAPE* RECORDING AND PLAYBACK

The Ampex VR-1000 adapts to color by adding a single rack of electronics, with necessary inter-connections. Then, every subtle gradation in color is recorded and playbacks are brilliantly "live." Using this Ampex accessory, your station's change-over to color not only costs less but is greatly simplified. Color conversion assemblies are available beginning mid-summer 1958.

Ampex would like to tell you more about *Videotape* recording and playback – how stations increase their efficiency and potentials, how sponsors benefit from fluffless, pre-recorded live quality commercials. The complete story is covered in a fully illustrated booklet. *For your free copy, write today to Ampex Corporation, Professional Products Division, 850 Charter Street, Redwood City, California.*

*TM Ampex Corp.

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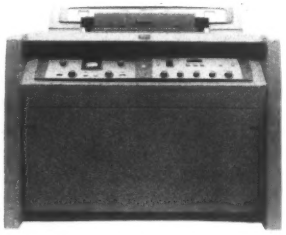
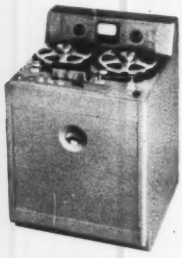
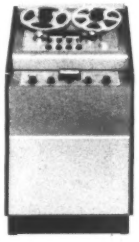
Ampex Precision Magnetic Tape Recorders are in service throughout the world . . . in Television and Radio Broadcasting Stations, professional Recording Studios, Scientific and Guided Missile Installations and in Stereophonic Music Systems for the Home.



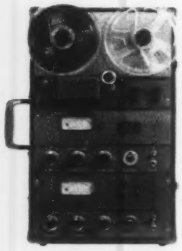
VR-1000 *Videotape Recorder*
First commercially available *Videotape* Recorder. Magnetically records what the camera "sees", either black and white or color. Playbacks look "live".



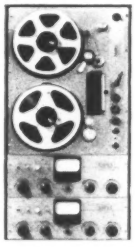
MODEL 300
Magnetic Tape Recorder
The standard of the professional recording industry, it consistently delivers the finest in audio reproduction.



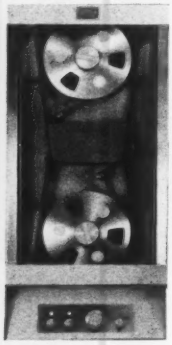
MODEL 350
Magnetic Tape Recorder
First choice of the Radio Broadcasting industry, it provides flexibility with the utmost in reliability and convenience.



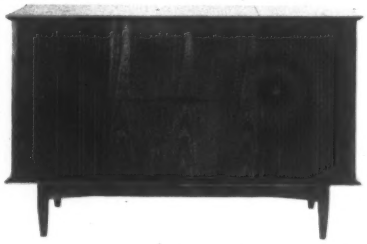
MODEL 601-2
Portable Magnetic Tape Recorder
First professional quality portable. Lightweight and compact, it meets rigid standards of audio and mechanical performance.



MODEL 300
Multi-Channel Recorder
Part of the famous Ampex 300 series, available in from one to eight separately controlled channels. Makes the professional recorder complete master of the world of sound.



Recorders for data and control . . . Another major Ampex division makes a broad line of tape recorders for engineering, scientific and business data. Photo shows an FR-300 digital tape handler.



For the Home . . . Ampex makes a wide variety of stereophonic tape recorders for Home Hi-Fi installation. Available in consoles, portables and modular units for custom sound systems.

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TIME FOR A CHANGE

Both Time Inc. representatives testifying before the FCC on the Barrow Report had ideas about other matters in the broadcasting industry.

Weston C. Pullen, Time's broadcasting vice president, told the commissioners he thought compensation to station representatives should be the inverse of what it is now. Reps, he said, should get a low percentage of commission on basic business, but a higher and higher commission rate on business sold above a basic level. As of now, he pointed out, station reps get a flat 15% on national spot business, up to a certain point, after which the commission is reduced.

Time stations are represented by the Katz Agency.

Hugh B. Terry, KLZ general manager, told the Commission it ought to revise its renewal practices to benefit the "good" broadcaster. "The trouble is," Mr. Terry said, "the run-of-the-mine broadcaster who plays records all day long gets the same consideration as the broadcaster who runs an outstanding, responsible operation—including local live programs, extensive coverage of local events and national programming in both the entertainment and news categories."

Mr. Terry suggested that one way to handle this difference is for the Commission to renew an excellent broadcaster's license for five years whereas the "marginal" broadcaster would have his license renewed for 12 months.

CORINTHIAN *President Wrede Petersmeyer (l) upheld present multiple ownership rules in his appearance March 14 at the FCC network hearing* [AT DEADLINE, *March 17*].

NTA FILM NETWORK *President Ely A. Landau, also testifying March 14, asked that option time be extended one hour and that networks be limited in first call rights depending on number of vhfs in a market.*

tions are all affiliated with CBS, but that was their network before they were bought, he pointed out.

Time Inc. owns WFBM-AM-TV Indianapolis, WCTN-AM-TV Minneapolis, KDYL-AM-FM and KTVT (TV) Salt Lake City, KLZ-AM-TV Denver and WOOD-AM-TV Grand Rapids. Time Inc. entered broadcasting ownership in 1952 through the purchase of KOB-AM-TV Albuquerque, N. M., in partnership with Wayne Coy, former FCC chairman. This was sold last year when Time Inc. bought the publicly-owned Consolidated stations from the Harry M. Bitner interests. It bought the Salt Lake stations in 1953, the Denver outlets in 1954.

Local managers are given "almost complete autonomy," Mr. Pullen emphasized. Corporate services are available to the local manager, he said, including legal and accounting advice, budgeting and other management practices, engineering, etc. Management meetings are held regularly, Mr. Pullen said, and are devoted to exchanging ideas and experiences in programming, finances, selling, etc.

Time Inc.'s broadcast philosophy, Mr. Pullen stated, is to have each station develop a strong local personality. This leads to local live programming, remote pick-ups, coverage of local events and the development of local talent and news services.

Since acquiring the Indianapolis, Minneapolis and Grand Rapids properties, Mr. Pullen said, Time Inc. has spent or committed more than $250,000 to create news facilities, remote equipment and improve studio and other equipment.

Mr. Pullen said option time and must buy concepts are "clearly good, absolutely necessary to the economy . . . . [and] desirable."

Time Inc. bought all its station properties instead of applying for facilities, Mr. Pullen said, because of the long delays in securing a final grant in comparative hearings.

Mr. Pullen told Comr. Craven that broadcast licenses are "a public trust," and therefore must be regulated. But, he added, there is nothing magic about limitation of ownership to five vhfs; it could be any number. He agreed that some limit was necessary, due to the scarcity of channels.

He also told Mr. Craven that Time Inc. had never directed any editorial slant to the broadcast stations.

Mr. Pullen told Mr. Hyde that Time picked the markets into which to buy after research and discussions on "dynamic" growth cities.

Mr. Pullen stressed that the Time Inc. stations are not competitive with *Time* or *Life* magazines; networks are.

WITNESS: Hugh B. Terry

Absentee ownership has no local 'sacred cows'

Hugh B. Terry, president and general manager of Time Inc.'s KLZ stations in Denver, told the Commission that his experience in over 20 years of broadcast management "is in direct conflict with the report's dual assumptions that a local applicant will serve the community interest better than an absentee licensee, and that a licensee who owns no other station will be in a better position to serve the local community than an applicant who is licensed to serve one or more other communities.

Since Time Inc. bought the Denver outlets, Mr. Terry asserted, the KLZ stations "have rendered a better service to the community than ever before. The staff is better paid, facilities have been improved and public service time and over-all program service have been increased both quantitatively and qualitatively."

Mr. Terry made one point about absentee ownership not heretofore mentioned: An outside owner has no local "sacred cows." The staff is free to use its best judgment on handling civic activities. He continued:

"The freedom of action in the general field of programming and newscasting is possibly greater than could ever be enjoyed under local owners, who may, of necessity, be affected in their judgment by local friendship, local pressures and other considerations of a subjective nature."

Mr. Terry said that certain improvements in KLZ-TV's talent, equipment and experimental programming have been made available by the additional funds secured through its parent company.

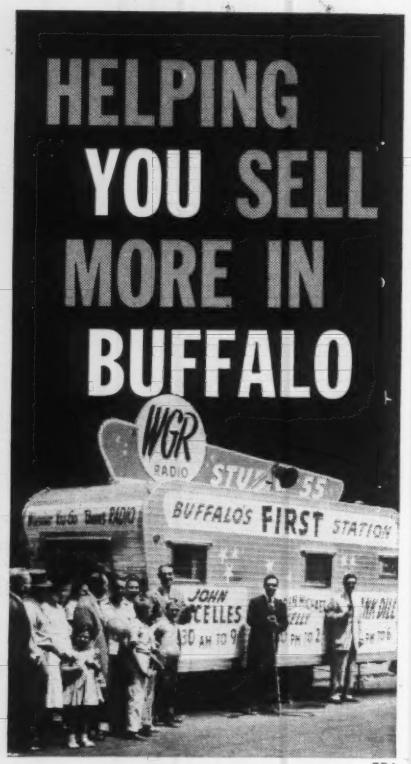
Option time must be continued and should not be tampered with, Mr. Terry said. And the must buy provisions of network selling, he added, are essential to preserve networks as a "truly" national medium. He went on:

"But for the fact that television stations in Denver and Salt Lake City are 'basic' CBS stations, many of the programs sold by that network might be denied to the entire Rocky Mountain Time Zone."

Comr. Bartley asked Mr. Terry what he thought of the recommendation by Ely B. Landau, president of the NTA Film Network, that option time be extended to four hours, with networks restricted to the use of only three [AT DEADLINE, March 17].

Mr. Terry said he didn't see any usefulness in changing the present option time provisions; "It's working pretty well; don't mess with it," he said.

Mr. Terry also answered inquiries from other commissioners regarding Time Inc.'s influence in running individual stations (ownership by Time Inc. has brought more freedom to the local manager, Mr. Terry stated).



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WGR D.J.'s John Lascelles, Warren Kelly and Frank Dill broadcast live from STUDIO 55, attract thousands with their personal appearances and contests. Thousands of passing cars see the trailer and the crowds, instantly turn on their radios.

Over a million cars and a million homes in this $4 billion market. WGR covers the New York State Thruway too, from Ohio to Syracuse, with a loud, clear signal. Add our Canadian coverage and you've got a combination that can't be beat!

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SYMBOL OF SERVICE

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BRICKBATS HIT BOTH ASCAP, BMI

- **Rebuttals slated in House committee hearing tomorrow**
- **Senate group continues sessions to middle of April**

The two musical giants—ASCAP and BMI—went through a second series of Congressional hearings last week, with name-calling and conspiracy charges dominating the testimony.

ASCAP is run by a self-perpetuating inner circle that grabs more than its share of royalties, some of its own members charged at House hearings.

BMI is a monopolistic brute cheating the public out of fine ASCAP music through broadcast control of radio-tv performances and recording companies, a Senate investigation was told.

Chairman James Roosevelt (D-Calif.) of the House Small Business Subcommittee wound up two weeks of hearings [GOVERNMENT, March 17] and will close testimony tomorrow (Tuesday) with rebuttals. His group then plans to spend a day with the Dept. of Justice, reviewing sworn testimony dealing with the way ASCAP is operated.

Chairman John O. Pastore (D-R. I.) of a Senate Commerce subcommittee adjourned Thursday until April 15 after closing testimony on behalf of a bill (S 2834) introduced by Sen. George A. Smathers (D-Fla.). This bill would prevent the FCC from giving radio-tv licenses to persons or firms engaged in the music publishing or recording business.

A long list of witnesses opposed to the Smathers bill will be heard April 15-16-17, with hearings resuming in May.

The going got rough last week. Here are some of the more rugged items in the House testimony:

- The ASCAP inner circle forced blind Alec Templeton's publishing house out of business.
- ASCAP directors re-elect themselves and give their own music top ratings in cutting the royalty melons.
- Music performances on small radio stations receive very little recognition in ASCAP's sampling routine, used in distributing royalties.
- Very few appeals from royalty payments are processed by ASCAP's appeals procedure.
- ASCAP should collect $200 million, not $25 million, from broadcasters.
- A group of ASCAP tune-checkers are able to identify over 99% of the million-plus ASCAP tunes on tape recordings of station-network programs.
- ASCAP royalty payments are heavily influenced by "subjective decisions."
- Members have trouble obtaining access to ASCAP records.
- "Weighted" voting makes ASCAP elections unfair.
- An appeal from an ASCAP payment brought "retaliation" to the appellant's representative.
- ASCAP is run by a small group of motion-picture interests.

These charges were made under oath by witnesses invited by Chairman Roosevelt. Herman Finkelstein, ASCAP attorney, said the society did not present a case on its own behalf during the two weeks of hearings. Several witnesses from the society defended its procedure in processing performance credits and distributing royalties.

Chairman Pastore wound up pro-Smathers Bill testimony Thursday with a surprise announcement: Members of the FCC will be asked to testify on the bill after they have had a chance to read the record, possibly in late May or early June.

"This testimony affects the field in which they are concerned," Chairman Pastore said. He added that the pro- and anti-bill testimony will also be referred to the Dept. of Justice.

The Senate sessions were featured by these charges, not given under oath:

- Over half the Los Angeles disc jockeys are bribed by BMI money advanced to music publishers and record companies, getting up to $300-$500 a week each in "payola."
- BMI dominates hit-tunes lists.
- BMI has twice as many recordings as ASCAP.
- ASCAP is short-changed because it gets only $20 million from radio-tv though it has 85-90% of the music performances, one-sixth the rate BMI collects on a performance basis.
- There are no writers or publishers on the BMI board, only broadcasters.
- Radio stations are flooded with BMI recordings.
- The public can't choose the music it wants to hear because of the broadcaster bias.
- BMI subsidizes publishers and recording companies to suppress ASCAP songs.
- ASCAP writers have to write for BMI under phony names to get their songs published.

HOUSE HEARINGS

Guy Freedman, vice president of Alec Templeton Music Inc., told the Roosevelt subcommittee the ASCAP "Power House" forced the firm out of business, citing popularity polls showing the tune "Big Ben Bounce," for example, was on hit lists but the firm wasn't paid accordingly in the ASCAP distribution of funds. Testifying Monday, he said Mr. Templeton paid more to ASCAP as a performing artist to use his own material at concerts than the society paid him for performance of his own works at these concerts.

Two larger publishers complained about rough treatment at ASCAP's hands. They were Ralph S. Peer, president of Southern Music Publishers Co. and three other firms, and Frederick Fox, vice president of Sam Fox Publishing Co.

First, Mr. Peer chided ASCAP for collecting only $25 million in royalties instead of at least $200 million. He claimed publisher and writer members of the ASCAP board

Melrose—one of the beautiful ante-bellum homes you can visit in Natchez, Miss.

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You will walk through gardens bright with azalea and through halls touched by the finger of history. You will stand beneath great chandeliers whose glittering beauty still seems to reflect the pride and happiness of a hundred dancing couples. You can see America's past, too, in nearby Vicksburg . . . on the levees that tame the Mississippi . . . on the steamboat wharves which helped make cotton King in a land where romance was Queen.

Visitors will always be grateful to the ladies of the Natchez Garden Clubs, who have remembered *and restored* the splendor of a golden age in our nation's history. They have made it a living part of the heritage of *all* Americans.

★ ★ ★

FREE TOUR INFORMATION If you would like to visit Natchez, Miss., or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.—also ask for our colorful National Parks map.

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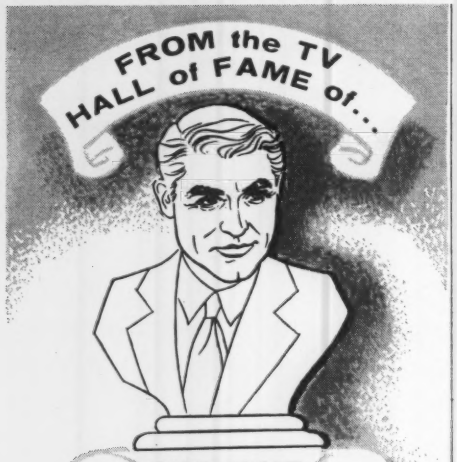

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With appropriate dignity, the statue above depicts just one of the many great stars in one of the many great programs available to TV stations in that pioneering new program service plan—NTA's FAMOUS FILMS. All told, it offers almost 1,000 hours of 'Hall of Fame' TV programs . . . *by subscription*, resulting in savings amounting to many thousands of dollars.

Start today to subscribe . . . at a fixed low price . . . to this flexible new TV station programming service that gives you *the most of the best for the least!*

. . . as well as these other ultra-high quality TV shows:

Fabulous Feature Films

from such outstanding producers as:

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Including the following, many of them Academy Award Winners:

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"re-elect themselves" and give themselves top ratings when funds are distributed. "Few publishing houses can compete seriously with board publisher members," he contended, adding that the board is controlled by a group of motion picture publishers.

Mr. Peer said performances of records on small radio stations are not reflected in the ASCAP performance survey. "I just take what I can get," he said. "I can't do anything about it."

Mr. Fox said his firm, founded in 1906, was one of the few major publishers with no BMI, recording, movie or radio-tv connections. On questioning by Chairman Roosevelt, he said: ASCAP cut the firm back twice, but he regained the former status after long study and negotiation; ASCAP has no reserve or pool for retroactive adjustment; scanty records are kept of appeals hearings and absent members join in decisions; self-perpetuation of the board is the root of trouble; the distribution formula for his firm was changed three times.

Minutes of appeals hearings are prepared at a later date by Herman Finkelstein, ASCAP counsel, he testified. He said his father obtained much higher royalties on foreign performances because he deals directly with foreign companies.

Mr. Fox testified he had been elected to ASCAP's appeal board for a two-year term but was kicked off after serving one year because he dissented in the "Magic Circle" appeal. He recommended that exact records be kept of appeals hearings.

The local logging procedure is "extremely scanty," he said, urging that an independent agency do a scientific sampling job to guide distribution of royalties. He said motion picture music "is dumped into the pot and paid off on a basis of radio performances." He suggested segregation of funds by the use made of each publisher's catalog.

After he represented the Walt Disney catalog and obtained a 1956 adjustment, Mr. Fox said, ASCAP retaliated against him by "drastically decreasing" his own payments. He advocated a sharp simplification of the distribution formula, with all records open to member inspection. He contended royalty payments do not properly reflect current performances.

Several witnesses told ASCAP's side of the story Tuesday at the Roosevelt hearings last week. Otto Harbach, 85-year-old ex-president and a renowned writer, reviewed the society's history and said its procedure is designed to give young composers a chance. He said he advises young composers to join ASCAP if they are planning a career in the field but tells them to join another society for "quick money." Asked by Chairman Roosevelt about "complicated rules," he said, "I can understand them."

Frank Connor, president of Carl Fischer Inc. and an ASCAP board member, described the society's welfare fund. He said ASCAP funds are well supervised and complaints carefully scrutinized but said his company, featuring classical and standard numbers, has suffered "since disc jockeys replaced studio orchestras." He felt broadcasters should pay more for music used in big productions. ASCAP doesn't charge schools, churches or funeral directors for use of music, he said.

Asked about the 50% royalty split received by publishers (the other 50% goes to writers), he replied, "No song has any value until it is made available." He said some concert artists have retired because of the "industrial revolution." He said publisher members of the ASCAP board who also are users generally withdraw from discussions if there is a conflict of interest, and they do not try to exert "influence" on writer members of the board.

Natalie Kissell, a supervisor in the ASCAP logging operation, described office procedure. She said she refers problems to Richard F. Murray, head of the ASCAP distribution department. She explained the sampling procedure by which three hours of programming are checked daily in each of 22 major markets under a rotation formula prescribed by Dr. John Peatment of City College. In addition, she said, 14 monitors rove around the country, picking their own spots.

Describing the office routine in which employes listen to taped broadcast programs to identify tunes played, she said, "The staff is able to identify all but less than 1% of the numbers." Previously it had been testified that ASCAP has over a million tunes in its repertory.

During questioning by Chairman Roosevelt, Mr. Finkelstein said it was impractical to use the log reports submitted by stations. "The largest station in the United States lied in its report," he said. The report bore "no relation" to the actual programming, according to ASCAP's own check, he said. When

KFWB SCORCHES LAZAR

Charges that over half of Los Angeles disc jockeys received $300-$500 each in "payola" through BMI promotion funds advanced to publishers and record companies, made Thursday at the Senate Commerce subcommittee hearing on the Smathers bill (see story page 76), brought an indignant retort from Los Angeles. The charges were made by Seymour M. Lazar, Los Angeles attorney.

Al Jarvis, KFWB Los Angeles, sent the following protest to Chairman John O. Pastore (D-R. I.), of the subcommittee: "As America's first disc jockey and a Los Angeles d.j. in particular, I very much resent statement made by Seymour Lazar at today's hearing relative to 'payolas' from BMI or any other group of publishers."

Chuck Blore, KFWB program director, sent a protest on behalf of his "seven Swingin' Jocks" as follows: "I have no way of knowing whether or not Seymour Lazar's statement re 'payola' in Los Angeles is true. I do, however, resent his blatant generalization and rise to the defense of the d.j.'s at KFWB. . . . The d.j.'s at KFWB to a man regard an attempt at 'payola' as a personal affront."

ASCAP confronted the station, he added, it was told a new program director had just been employed.

Mr. Murray, an ex-board member, said ASCAP processes roughly a half-dozen complaints per year, a figure Chairman Roosevelt seemed to consider remarkable in view of the fact the society has 4,000 writer-composer members and 1,000 publisher members. Mr. Murray said a lot of interpretations of the rules are made by "dissident groups and amateur lawyers." He said the rules are changed possibly two or three times a year.

SENATE HEARINGS

When Sen. Pastore resumed hearings Wednesday, Rex Stout, author who said he "represented the public," charged that networks are a threat to creative writing. He argued that the "broadcasting industry combine" exerts censorship, depriving the American public of fine music by composers whose works are not given an equal opportunity. He, too, sounded the abuse-of-public-trust theme. He recalled that BMI once said it was going to develop a library of literary works but conceded, on questioning, that "very little" came of the idea. He called BMI a "company union" licensed by the government.

Mrs. DuBose Hayward, who with her late husband wrote the play "Porgy," later basis for the musical show "Porgy and Bess," said network performance credits on popular numbers from the show had dropped since 1948 "because the broadcasters have other songs they want the public to hear." Boonton Herndon, writer, said BMI looks on music "as a commodity, not an art."

Paul Creston, composer-teacher-conductor, complained he had asked four record companies to record some of his works in 1953 but only Remington Records replied to his letters. Remington said all its recordings that season were from the library of American Composers Alliance, a BMI affiliate. Columbia and RCA, also connected with broadcast ownership, didn't even answer his letters, he said. During questioning he conceded that broadcasters performed his works "all the time" and that Columbia has recorded many numbers by ASCAP composers.

John Schulman, counsel for Songwriters Protective Assn., said BMI was organized as a profit corporation under Delaware laws and complained because they don't collect all the royalties they are entitled to receive. Burton Lane, president of Songwriters Protective Assn., said one of his songs was not recorded by Columbia or used in a CBS show because the script was changed.

Seymour M. Lazar, Beverly Hills, Calif., attorney specializing in the entertainment business, said BMI had subsidized "The Aberbachs," controlling Alamo Music (ASCAP) and Hill & Range Songs (BMI), to suppress a tune, "Bring Back the Thrill," after the number had become a standard.

He regretted a practice by which ASCAP writers are said to use false names to have songs published and recorded by BMI firms.

Mr. Lazar said RCA and Columbia have

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*(Cumulative Pulse—November, 1957)

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

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National Reps.: Forjoe & Co.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

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IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

higher percentages of ASCAP tunes than BMI selections but added BMI makes advances to publishers and recording firms so they will suppress ASCAP music and bribe disc jockeys. He spoke heatedly about the Los Angeles disc jockey situation, where he said "payola" is a big factor in getting disc jockeys to play tunes on the air. "The broadcasters know this," he added.

Martha Rountree, co-owner of the new WKTF Warrenton, Va., said her station is "flooded" with rock-and-roll records from BMI. Many of them are off-color, she said, the station performing fewer than 10% of those received. "We have had to go out and buy expensive albums of old favorites because it is so difficult to obtain single records of the tunes we believe our listeners want to hear," she said. She cited a survey in which 10 top ASCAP writers said they had been unable to get 500 of their songs recorded.

Mr. Schulman wound up the pro-bill testimony by predicting the sad consequences if broadcaster-controlled BMI decided to make toothpaste or automobiles and then sell them on the air. "Congress should allow broadcasters to use their licenses to sell music and records," he said, advocating adoption of the bill as a "rule of conduct" in the Communications Act similar to Sec. 315 (equal time on public issues), Sec. 314 (broadcast and telephone systems divorced) and Sec. 317 (identification of paid ads).

ASCAP UNDER JUSTICE SCRUTINY

The operations of ASCAP are getting a close look by the Dept. of Justice as a result of complaints by publisher and writer members, according to Victor R. Hansen, assistant attorney general, Antitrust Div.

An accounting of the department's work was given by Mr. Hansen last week in a report to the House Small Business Subcommittee headed by Rep. James Roosevelt (D-Calif.), during current hearings on ASCAP workings (see foregoing).

The department had an observer at the Roosevelt hearings last Monday and Tuesday, as well as the previous week when hearings opened. Mr. Hansen mentioned the legal and policy problems involved in the review of ASCAP operations and added, "This subcommittee can perform a valuable service to the department, to ASCAP, to the members of ASCAP and to the nation by airing these matters."

Mr. Hansen's report listed these main classes of complaints made against ASCAP since the 1950 consent decree: distribution system, admission to membership of applicants meeting certain minimal requirements, use of the "weighted vote" by ASCAP and "per program" problems of licensees.

The sample survey of local stations, by which song performances are logged, is not "representative" and fails to reflect performances that a representative survey would catch, according to the review of complaints. He said Justice "has long been engaged in an investigation of the system, including the principles, operations and results."

In addition, complainants contend the survey fails to give adequate credit to performances and unfairly classifies theme songs. All this is complicated by the large number of broadcast hours, estimated at 60,000 radio-tv hours daily.

A department analysis of "hundreds of thousands of documents" submitted by ASCAP and BMI was completed in mid-February, but the information must be held in confidence under agreements with the two parties.

ASCAP's "multipliers" used in distribution of funds to members are being studied. These multipliers compensate for the size of the sample and determine the weight to be given certain types of music such as theme songs and advertising jingles. "Only tentative conclusions have been reached," Mr. Hansen reported.

As to membership, he reported the department had interceded in ASCAP's denial of membership to Barnard Young, described as the operator of a competitive licensing organization, Life Music Inc. Since Mr. Young had not assigned his music to this group, the department felt he was entitled to ASCAP membership. Litigation was under way when ASCAP granted him writer membership.

The report reviewed ASCAP's cut-in credits for network sustaining programs from 44 for writers and composers and 22 for publishers to 3 for each group. The department directed ASCAP to conduct a survey showing the number of stations carrying sustaining programs. This survey showed that more than three affiliates carry the average network sustainer.

The weighted vote, basis of many complaints, works this way: Each writer member gets one vote for each $20 of ASCAP income, each publisher one vote for each $50. The matter is being litigated in a private suit pending in the New York Supreme Court and the department is examining the subject, having asked ASCAP for data covering the vote problem. The vote is allowed in the consent decree.

Many complaints have been received about the purported lack of "a genuine choice between blanket and per program licenses." In 1953, Mr. Hansen stated, 51 major tv stations asked for per program licenses, requesting a federal court to fix reasonable fees. Before a hearing, he added, "ASCAP succeeded in negotiating a blanket license with the 51 major tv stations and withdrew its motion."

The per program complaints contend the ASCAP requirements are so "onerous and burdensome" that stations have "no choice but to take a blanket license." Here again Justice is conducting a careful study.

As to what has been accomplished in all this litigation, Mr. Hansen said, "ASCAP is no longer an absolute monopoly. It no longer has the power to fix prices or exclude competition. The lot of a competitor is not easy but the existence of BMI and SESAC testifies that a competitor can survive."

Ad libs are fine but...

It's a fact—quick quips, spontaneous gestures, are best caught on film. Then you are in control. A quick snip here . . . a laugh highlighted there—and you have a better show . . . one you can be proud of. That's because you see it before you show it *on film*. What's more, a very important "more," you're in control, too, of time and station! Use black-and-white—or color . . . there's an Eastman Film for every purpose.

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East Coast Division
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Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

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Take a billion one dollar bills and scatter them over northeastern Oklahoma . . . makes a pretty picture, doesn't it? And it's more than just a pretty mental picture — it's a hard, concrete fact. Yes, there's a billion dollar market out there for you to tap . . . through KVOO-TV, CHANNEL 2. Tulsa, Oklahoma's No. 1 market sits in the very heart of this fertile dollar area. Think of it . . . the "wampum" of northeastern Oklahoma plus the *productive coverage* of KVOO-TV. Man, there's a combination that's good *for* you!

KVOO-TV channel 2

NBC

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ODM Asks Comments on Report For Telecommunications Policy

The Office of Defense Mobilization last week asked for comments on a report by an *ad hoc* committee of ODM's Telecommunications Advisory Board on a national telecommunications policy for the United States.

Fred C. Alexander, deputy assistant ODM director for telecommunications, asked that interested persons and organizations, both government and private, submit comments by June 1.

The *ad hoc* committee, comprising Mr. Alexander as chairman, and Warren Baker, FCC; Francis Colt deWolf, State Dept.; Paul Goldsborough, Defense Dept., and Donald Leavens, Commerce Dept., submitted its report March 12. In essence it reviews the recommendations on a national telecommunications policy for the U. S. contained in Chapter VI of *Telecommunications—A Program for Progress,* the 1951 report of the President's Communications Policy Board. Dr. Irvin Stewart, now U. of West Virginia president, was chairman of that committee.

The Television Advisory Board was established in 1956 to furnish advice and guidance to the ODM director on national telecommunication policy. It is composed of representatives of State, Treasury, Defense, Commerce Depts.; Central Intelligence Agency, Federal Civil Defense Administration, USIA, and FCC.

The report makes clear that there are three telecommunications policies that must be considered: National, U. S. Federal Government and FCC.

It comments on the following areas: National—(a) national defense, (b) safety at sea and in the air, (c) international communications, (d) radio frequencies, (e) amateurs; Federal Government—(a) radio frequencies, (b) domestic services. No reference is made to FCC since it operates under Congressional mandate.

"Telecommunications of the U. S. are essential to the national security, to the safety of life and property, to international relations and to the business, social, educational and political life of the country," the report states.

Jack Benny Loses in Decision By Supreme Court Against Parody

Jack Benny lost to the U. S. Supreme Court last week when by a tie vote the high tribunal upheld the ruling of a lower court that Mr. Benny infringed on a copyright of the play and movie "Gas Light."

The court split 4 to 4, with Justice William O. Douglas not participating in the decision. No decision was issued, which is traditional in tie votes.

By implication, it was believed, the ruling strikes at spoofs of copyrighted material. Mr. Benny's defense was that parodies of written books or plays could not be construed as infringement.

Mr. Benny—and CBS and R. J. Reynolds Tobacco Co.—were restrained from telecasting a burlesque of the MGM chiller "Gas Light" on CBS-TV in 1952. The restraining order was secured by Loew's Inc., holder of the copyright. Mr. Benny had done a lampoon on radio, with the permission of Loew's, but the film company did not assent to the tv burlesque. It claimed that a parody on tv was not "fair use" of the copyrighted material and would lessen its worth. The restraining order was upheld by a U. S. appeals court in 1956. The Supreme Court heard argument last January [GOVERNMENT, Feb. 3].

Ams Granted in Arizona, Georgia, Oregon, Virginia, Wisconsin

The FCC made the following am grants last week:

- Willard Shoecraft, Miami, Ariz., to operate on 1340 kc, with 250 w, on condition that no program tests be authorized until Mr. Shoecraft severs all connections with KWJB Globe, Ariz., as proposed in his application.
- Radio Valley Inc., West Point, Ga., to operate on 1310 kc, with 1 kw, day.
- K. C. Laurance, Medford, Ore., to operate on 1300 kc, with 5 kw, day.
- Harry A. Epperson Sr., Lawrenceville, Va., to operate on 580 kc, with 500 w, day, transmitter to be operated by remote control; engineering conditions.
- Clarkwood Broadcasting Corp., Black River Falls, Wis., to operate on 1260 kc, with 1 kw, day.

For other broadcast actions see FOR THE RECORD, page 104.

FCC's Rulemaking on Daytimers Brings Comments, Mostly Favorable

Although the FCC has extended the time for filing comments to May 2, scores of broadcasters, public officials and private citizens already have expressed their opinions to the Commission on the Daytime Broadcasters Assn.'s proposal to extend the operating hours of daytime am stations. As of late last week, most of the comments seemed to favor the DBA plan.

Specifically, the DBA petitioned the Commission to allow daytime stations to operate from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later). Current rules require them to sign on no earlier than sunrise and sign off no later than sunset. The FCC asked for comments on this proposed change of rules late last year [GOVERNMENT, Dec. 23].

Among the many stations in favor of the proposals who had filed comments up to last week, were: WAKN Aiken, S. C.; WBMD Baltimore, Md.; WVKO Columbus, Ohio; WKBL Covington, Tenn.; KACE Riverside, Calif.; WGSA Ephrata, Pa.; WLSV Wellsville, N. Y.; KAYL Storm Lake, Iowa; WFSC Franklin, N. C.; KNIM Maryville, Mo.; KBIF Fresno, Calif.; KGRN Grinnell, Iowa; WSBS Great Barrington, Mass., and others.

Among the numerous opposition comments were those from: WGY Schenectady, N. Y.; WGBF Evansville, Ind.; KUMA Pendleton, Ore.; WBML Macon, Ga.; KGKO Dallas, Tex., and others.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"Heart attack? Sure I had one . . ."

"But here I am—working almost the same as before my heart attack. Close up shop a little earlier and take things a little easier, of course. And I watch my diet and weight pretty carefully. Like my doctor says, I've learned to live within the capacities of my heart."

TODAY, in your community—where you buy gasoline, your groceries, your clothing—you're likely to find people at work who have recovered from heart attacks, or coronary thrombosis.

Although coronary heart disease takes many lives, there is much about it that justifies an optimistic outlook today. For example, studies show that 80 percent of those who have a "coronary" survive their first attack . . . and that most are able to go back to work and enjoy many useful years. Moreover, those who make a good recovery face few or only moderate restrictions.

They must, however, observe sensible safeguards about work and activity . . . and particularly about diet, weight control and rest. Those who do so generally live as comfortably as if their hearts had never been in trouble.

The recovered coronary patient often worries unnecessarily. This is because a heart attack may be a frightening experience which creates doubts and fears about the future. The recovering coronary patient, for example, may worry about having another attack or about how much he will have to change his accustomed ways of living.

Naturally, the doctor is the best person to ease the patient's mind. But questions that puzzle and worry the patient often arise when the doctor isn't around. Or, questions may come up which the patient hesitates to ask.

To help fill this need, Metropolitan has prepared a new booklet . . . in cooperation with heart specialists . . . called "After a Coronary." Perhaps there is someone in your family or circle of friends to whom this booklet would bring reassurance.

You, too, might read it to advantage, for everyone should know about this disease which occurs so frequently nowadays. You will find it a helpful booklet . . . as well as a hopeful booklet—reflecting a far more optimistic outlook for those who have had a coronary attack.

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This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in magazines with a total circulation in excess of 32,000,000 including Time, Newsweek, Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Redbook, Reader's Digest, National Geographic, U. S. News.

67 Firms to Exhibit At NAB Convention

A two-hotel display of broadcast equipment and services will feature the NAB convention and Broadcast Engineering Conference, to be held April 27-May 1 in Los Angeles. Fully 67 makers of equipment and film-transcription program firms will have exhibits in the Biltmore and Statler Hotels.

Everett E. Revercomb, NAB secretary-treasurer and convention manager, last week issued a list of associate members who already have completed arrangements to show their products and services. Others will be added.

Management meetings will be held at the Biltmore, with engineering sessions scheduled at the Statler. Assorted sessions covering film problems, fm and other topics will be held April 28, preceding the formal convention opening April 29. Engineering programs start April 28. The convention closes May 1. Exhibits will be open at noon April 27.

Among non-agenda meetings will be an April 27 session of Assn. of Maximum Service Telecasters. Lester W. Lindow, AMST executive director, said the meeting would be held in the Biltmore Music Room at 10 a.m.

Mr. Revercomb announced this list of exhibitors that have completed arrangements:

Associated Artists Productions; ABC Film Syndication; Adler Electronics; M & A Alexander Productions Inc.; Alford Mfg. Co.; Ampex Corp.; Broadcast Music Inc.; Browning Labs.; Bryg Inc.; Caterpillar Tractor Co.; Century Lighting; Collins Radio Co.; CBS Television Film Sales; Conrac Inc.; Continental Electronics Mfg. Co.; Dresser-Ideco Co.; Gates Radio Co.; General Electric Co.; General Electronic Labs.;

General Precision Lab.; General Radio Co.; Harry S. Goodman Productions; Governor Television Attractions; Guild Films Co.; The Harwald Co.; Houston-Fearless Corp.; Hughey & Phillips; International News Service-Telenews; Kin Tel; Lang-Worth Feature Programs; Ling Systems; MGM-TV; Magne-Tronics Inc.; Medallion Tv Enterprises; National Telefilm Associates; NTA Film Network; A. C. Nielsen Co.; Official Films; Prodelin Inc.;

Radio Corp. of America, Industrial Electronic Products; RCA Recorded Program Services; Raytheon Mfg. Co.; The Rust Industrial Co.; Sarkes Tarzian Inc.; Schafer Custom Engineering; Screen Gems; SESAC; Standard Electronics; Standard Radio Transcription Services; Sterling Television Co.; Telechrome Mfg. Corp.; Telemat; Tele-PrompTer Corp.; Television Programs of America; Trans-Lux Television Corp.; United Press Movietone; U. S. Armed Forces Radio & Tv Service; U. S. Dept. of the Army; U. S. Radio; Utility Tower Co.; Visual Electronics Corp.; World Broadcasting System; Ziv-Economee Television Programs; Ziv Television Programs.

CHARTER card No. 1 for membership in the Broadcasters Club of Washington was issued last week to NAB President Harold E. Fellows (r) by Leonard H. Marks, attorney and chairman of the club organization committee. A buffet for members and wives next month will formally open the Broadcasters Club of Washington, but members already are taking advantage of club hospitality. Robert K. Richards, public relations consultant, is chairman of the house committee. Local membership is now in excess of 100.

BPA Enlists 12 New Members In Advance of 1958 Campaign

Broadcasters' Promotion Assn. announced it has signed up 12 new members, including one from ABC-TV, since Jan. 1 in advance of its planned membership drive April 1.

Applications have been received, according to Elliott W. Henry Jr., ABC Central Div., and BPA president, from these promotion executives and stations:

Dean Linger, ABC-TV New York; Charles A. Roeder, WCBM Baltimore, Md.; Robert B. Cheyne, WHDH Boston, Mass.; John C. Klemek, WLS Chicago; Phyl Swan, WSJV (TV) Elkhart, Ind.; Richard W. Upp, WOC-TV Davenport, Iowa; Bud Mertens, WJW-TV Cleveland, Ohio; Robert R. Kenney, WMT-AM-TV Cedar Rapids, Iowa; Walter Scanlon, CBS Television Film Sales, New York; John Highberger, WLWI (TV) Indianapolis, Ind.; Donald D. Sullivan, WNAX-TV Yankton, S. D.; Juan Quesada, Manila Times Pub. Co., Manila, Philippines.

The membership drive is being supervised by Howard Meagle, WWVA Wheeling, W. Va., in conjunction with nine regional 48 state chairmen. Present plans call for distribution of membership kits to regional chiefs shortly after April 1. State representatives in turn will pitch the campaign directly to am-tv station managers.

BPA hopes to double its present membership to some 500 by the third annual seminar-convention in St. Louis Nov. 16-19.

FOR GOLFERS

Industry golfers will compete for two trophies and a list of other prizes at the annual NAB convention golf tournament to be held Monday, April 28, with BROADCASTING as host. The 18-hole competition, to be held at Los Coyotes Country Club, Bellehurst, Calif., will be based on the blind bogie handicap system. Two BROADCASTING trophies will be awarded—low gross and low net.

The course is par 72 and 6,655 yards long. Buses will leave the Biltmore Hotel at 8:30 a.m., returning at 2:30 p.m. BROADCASTING will provide a buffet lunch and a 19th hole reception. Los Angeles stations will donate individual prizes. Those planning to compete should notify the nearest BROADCASTING office.

'Radio Is Close to You' Theme Set for National Radio Month

National Radio Month—May—will be based on the theme "Radio Is Close to You," according to John F. Meagher, NAB radio vice president. The observation marks expansion of National Radio Week into a month-long ceremony following successful promotion of the idea last spring.

Mr. Meagher said the theme was picked to dramatize the personal role played by radio in the lives of Americans. Variations of the theme are planned each week. Promotional kits will be mailed to member stations about April 1, with some of the material also going to non-members. Kits will include spot announcements, program and promotion ideas, proclamations, quotes from government officials and other national leaders, radio fact sheet, news releases, speeches and promotional items.

Variations of the theme include: "Radio Is Close to You . . . on the Move"; "Radio Is Close to You . . . at Home"; "Radio Is Close to You . . . and All America."

Tv Code Film to Debut In 23 Cities This Week

First showings of a film documentary covering the NAB Tv Code are scheduled this week in 23 cities. The 24-minute film, titled "A Welcome Guest in the Home," was produced for NAB by Westinghouse Broadcasting Co. through its Pittsburgh outlet, KDKA-TV. It was presented to the Television Code Review Board by Donald H. McGannon, WBC president, and is available to all code subscribers on a loan basis.

The code review group will hold its quarterly meeting today (Monday) and tomorrow at NAB Washington headquarters. William B. Quarton, WMT-TV Waterloo, Iowa, will preside.

Locally originated 5½-minute cut-ins are permitted in the code documentary film, giving local stations a chance to explain how they conform to the industry's ethical standards. The film shows how the code helps broadcasters improve programming and advertising.

West Virginians Name Ferguson

Robert W. Ferguson, WTRF-TV Wheeling, was elected president of West Virginia Broadcasters Assn. at the March 14-15 meeting, held in Charleston. A former president of the Ohio Assn. of Broadcasters, he succeeds C. Tom Garten, WSAZ Huntington, as president of the West Virginia group. Other officers elected were C. Leslie Golliday, WEPM Martinsburg, vice president, and John Shott, WHIS Bluefield, secretary-treasurer.

New Program Format Set for RAB Clinics

Radio Advertising Bureau executives will introduce a "brand new program format designed to increase the effectiveness of the bureau's sales clinic meetings" when the 1958 area sales clinics get underway today (Monday), with simultaneous meetings in Seattle and Oklahoma City.

Kevin Sweeney, RAB president, said the new format will present as wide a range as possible of case histories documenting the ideas employed in successfully selling local radio time and enable stations in similar size markets to receive stories particularly appropriate to the size and character of their respective facilities and markets.

Examination in detail of approximately 30 successful sales approaches is planned for the 43 day-long clinics (19 for medium-to-large markets and 24 for small-to-medium).

RAB executives participating, in addition to Mr. Sweeney, include John F. Hardesty, vice president-general manager; Warren Boorom, director of member service; and Robert F. Nietman, Robert F. Nims, Carl Raymond and Pat Rheaume, member service regional managers.

The area sales clinic schedule follows:

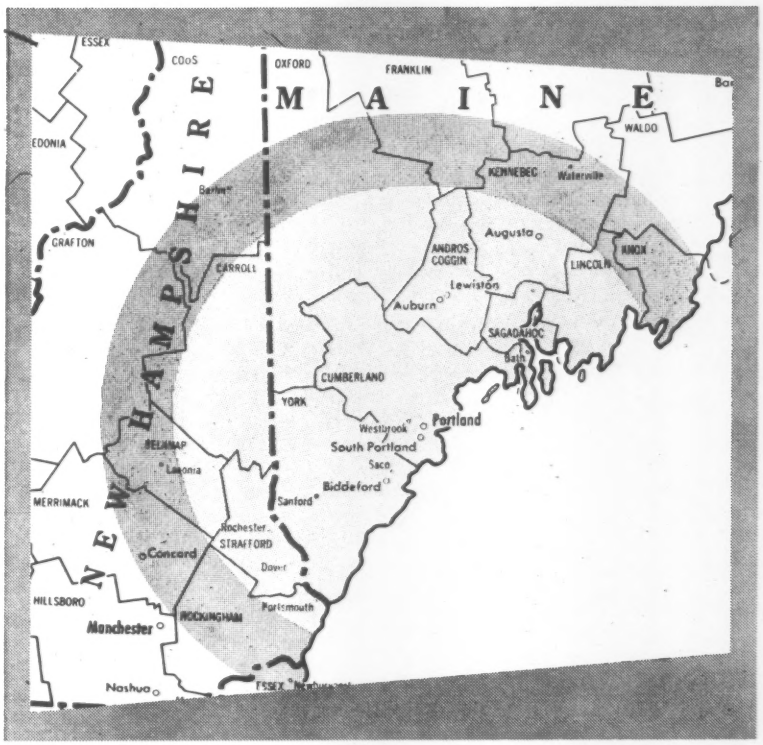
Small-to-Medium	Date	Medium-to-Large	Date
Albany	April 8	Atlanta	April 10
Atlanta	April 11	Boston	April 21
Boston	April 22	Buffalo	April 24
Charlotte	April 17	Chicago	April 23
Chicago	April 24	Cleveland	April 2
Cleveland	April 3	Dallas	March 27
Columbus	April 25	Denver	March 27
Dallas	March 28	Detroit	April 14
Denver	March 28	Indianapolis	April 17
Des Moines	May 8	Los Angeles	April 2
Detroit	April 15	Nashville	April 8
Los Angeles	April 3	Oklahoma City	March 24
Milwaukee	May 5	Omaha	May 7
Minneapolis	May 6	Philadelphia	April 9
Nashville	April 9	St. Louis	April 21
Oklahoma City	March 25	San Francisco	March 31
Philadelphia	April 10	Seattle	March 24
Pittsburgh	April 1	Tampa	April 14
Richmond	April 18	Washington, D. C.	April 11
St. Louis	April 22		
San Francisco	April 1		
Seattle	March 25		
Tampa	April 15		
Wichita	May 9		

RTNDA to Aid Miami Cameramen

The contempt of court sentences against two Miami, Fla., tv cameramen will be fought by Radio Television News Directors Assn., which has retained Herbert L. Heiken, Miami attorney, to file an *amicus curiae* brief. The association will take issue with the decision of Judge Vincent Giblin, of Dade County Circuit Court. Judge Giblin fined cameramen from WTVJ (TV) and WCKT (TV) $25 each for photographing a defendant outside the courtroom in violation of his order restricting coverage to an area 30 feet from the courtroom.

TvB Distributes Co-op Catalogue

A catalogue of "Co-op Tv Plans, a 160-page pocket-size loose-leaf booklet covering 27 consumer product categories, was distributed last week by Television Bureau of Advertising to member stations to assist salesmen on local and regional calls. The selling tool contains detailed tv co-op data for 321 companies plus 345 different co-op plans. The availability of co-op funds, films and other on-air material is indicated.



Member of the Family
in 238,000 TV Homes of this Maine-New Hampshire Market

NBC-TV Affiliate
WEED-Television

WCSH-TV 6
PORTLAND, MAINE

Seek Equal Access in New York

The Radio-Newsreel-Television Working Press Assn., New York, last week pressed anew its long-running campaign for repeal of Sec. 52 of the New York State Civil Rights Law so members may be admitted to so-called privileged hearings.

In a telegram Monday to state assembly leaders, RNTWPA said repeal of the section—which prohibits televising, broadcasting or taking of pictures of proceedings by court commissions, committees, administrative agencies or other tribunals where witnesses testify under subpoena or other compulsory process—would "be an important forward step in the development of radio-tv journalism in this state in accordance with the American principle of press freedom."

Cooper Heads L.A. Charity Unit

Carl Cooper, vice president of International Alliance of Theatrical & Stage Employes, was elected president of Motion Picture Permanent Charities for the coming year. Other officers are Hal Roach Jr., representing Alliance of Television Film Producers, vice president; Sidney P. Solow, allied industries, secretary; George Slaff, Samuel Goldwyn Productions, treasurer and chairman of the budget committee. Paul Wilkins of the Artists Managers Guild was elected vice chairman of the budget committee. Actor Jimmy Stewart, campaign chairman of the 1958 drive of the film charity, reported to the annual meeting that to date $1,190,717 has been collected from 23,152 subscribers, or 97.2% of the $1,225,000 goal of the campaign, which ends June 30.

NETWORKS

ABN CONTINUES STREAMLINING; FUTURE STILL HANGING FIRE

- **Remaining: daytime 'Breakfast Club,' news, weekend religion**
- **Decision still pends as network confers with o&o stations**

ABC's radio network continued streamlining itself last week—but still awaited a final decision on its future.

Top officials, who only a week before had verged on a decision to close ABN in the face of losses running close to $4 million a year [LEAD STORY, March 17], were still pondering a variety of possibilities late last week.

Authorities meanwhile reported that a third program had been added to the list of those to be deleted and that this would leave the network with a basic weekday schedule of (1) the hour-long *Breakfast Club* and (2) newscasts. On weekends it would be basically religious programs, which are heavily sponsored, and newscasts which on both weekdays and weekends are sponsored to a considerable extent.

Officials said there is no present thought of either replacing the deleted shows or expanding the news coverage. This could change, of course, depending on decisions yet to be reached. But there seemed to be a growing belief that—assuming ABN continues in operation—the format is apt to be along these barebone lines. The idea of converting to a press association type of syndicated news operation, with "subscribers" rather than "affiliates" [AT DEADLINE, March 10], had not been abandoned completely, but authorities said there seemed to be "little appetite for this."

In the face of repeated speculation and repetitious queries about the network's future, ABC issued the following statement last Monday:

". . . we have been meeting with our radio affiliates and our owned-and-operated radio station managers for the purpose of determining the best program format for the future operations of the radio network, to meet the requirements of the public and our radio affiliates, and also to be compatible with present day radio network economics."

One meeting of the o&o managers was held last Monday and Tuesday at Detroit, where James G. Riddell, newly elected executive vice president of the ABC Division of AB-PT, has been operating the eminently successful WXYZ (and WXYZ-TV). But according to participants this meeting did not delve into the radio network's future.

Rather it was held to let Mr. Riddell and the station managers become better acquainted with each other and to give the managers an opportunity to study the WXYZ operation. Mr. Riddell officially moves into his new job as executive head of both ABN and ABC-TV on July 1, but presumably is figuring prominently in the ABN deliberations in the meantime.

The ABC statement did nothing to stem wide-ranging rumors and speculation. One report, heard repeatedly in New York and at least as far west as Chicago, was that ABN President Robert E. Eastman would become national sales representative for the o&o stations. There was no informed substantiation of this, which sprang at least partially from Mr. Eastman's record as a radio salesman (he was executive vice president of John Blair & Co. before taking the ABN presidency last May). But neither was there any certainty that such a move would not materialize, depending on other developments at the network. Mr. Eastman's contract as president still has more than four years to run.

Reports of widespread personnel cutbacks also circulated but officials late Thursday said these were untrue. It was known, however, that a number of sales and other people were actively seeking jobs elsewhere as the ABN uncertainty continued.

The uncertainty also was having its effect upon sales efforts, according to insiders, who pointed out that it was difficult for salesmen to face agencies without having the answer to the inevitable question as to the future of ABN. Even so, Sales Vice President Thomas C. Harrison announced Thursday the signing of more than $1 million in new and renewed business, with some of the renewals for 52-week terms.

Among the new advertisers, Pioneer Suspender Co. signed for a pre-Father's Day push consisting of two segments per week in *Breakfast Club* starting May 27, through Feigenbaum & Werman Adv., Philadelphia; Thomas D. Richardson Co. (U-All-No-Mints) took on two weekly *Breakfast Club* segments starting April 30 through Chew, Harvey & Thomas, Philadelphia, and Scholl Mfg. Co. (foot comforts and remedies) also bought two a week starting April 15 through Donahue & Coe, New York. Renewals covered the Paul Harvey Sunday newscast by Bankers Life & Casualty; cosponsorship of the Harvey weekday newscasts by Midas Muffler Co.; *Radio Bible Class* by the organization of the same name, and a weekly segment of *Breakfast Club* by Campana Sales Co. (Italian Balm and Ayds vitamin candy).

The programs scheduled to be dropped by ABN, probably effective early next month, are *Jim Backus Show* (Mon.-Fri., 10-10:55 a.m.) and the *Merv Griffin Show* (Mon.-Fri., 1-2:55 p.m.), both live programs, and the Herb (Oscar) Anderson records show (Mon.-Fri., 7:15-8:55 p.m.).

ABN's current lineup of newscasts, which would be a major staple if the schedule develops in the direction it was moving last week, currently runs a little more than a score a day on weekdays, totaling close to three hours between sign-on at 8 a.m. and sign-off at 11:55 p.m. On weekends the network carries more than 30 news and commentary programs totaling close to four hours. It has ten commercial religious programs, totaling five hours, on Sundays.

NBC News Switches Three

Reshuffling of assignments of three NBC News correspondents was announced last week by William R. McAndrew, vice president, news, NBC. Frank Bourgholtzer, Central European correspondent, will shift from Vienna to Washington in June and will be replaced in Europe by John Chancellor, who has been with NBC News in Chicago since 1950. Sandor Vanocur, who has been a Washington correspondent for NBC since last year, will assume Mr. Chancellor's post in Chicago.

Affiliates to Honor Jack Paar

Jack Paar, star of NBC-TV's *The Jack Paar Show* (Mon.-Fri. 11:15 p.m.-1 a.m.) will be honored Friday by officials of the 107 network affiliates which carry his program. A "Paar Appreciation Party" will begin at the Hotel Astor in New York after the Friday night telecast and is planned to last through breakfast.

ESSO RESEARCH works wonders with oil

New toys that play for keeps—because of oil

Why do some toys last longer nowadays? Certainly children haven't changed. What has changed is the material many toys are made of – a plastic that's tougher, more flexible and color-fixed because the color is part of the plastic. Esso Research developed from oil an essential material from which this new plastic is made. In products for your children, and your car, **ESSO RESEARCH** *works wonders with oil.*

ESSO

55,000 Engineers, Scientists To Open IRE Convention Today

The Institute of Radio Engineers opens its annual national convention today (Monday) in New York. An estimated 55,000 engineers and scientists are expected at its electronics show at the Coliseum as well as at its technical sessions there and at the Waldorf-Astoria.

The IRE noted last week the influx of electronics people will fill about 70 hotels in the city, and more than 500 trailer trucks have been bringing equipment into New York for 850 exhibits which will fill four floors of the Coliseum. An estimated 2,000 workmen were employed around the clock Wednesday to set up the $12 million exhibition. Among a number of sessions of radio and tv interest is an afternoon meeting today devoted to broadcast topics. This is being held at the Coliseum.

Robert C. Sprague, board chairman of Sprague Electric Co. and the Federal Reserve Bank of Boston, is the speaker set for the annual banquet Wednesday night.

Zenith Net Up 32%, Sales 13% In 1957, McDonald Reports

Zenith Radio Corp. last week reported consolidated net income of $8,165,577 and consolidated sales of $160,018,978 for itself and subsidiaries during 1957, representing increases of 32% and 13%, respectively, over the previous year.

Unit and dollar sales of tv receiver business also showed "substantial" increases while "good progress" was made in production and sale of radio sets during 1957, according to the company. Zenith claimed continued dominance in the am-fm receiver field. Production and shipments of all Zenith products the first two months of 1958 are ahead of the same period of 1957, it was added.

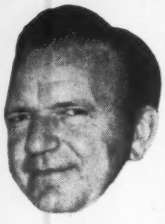
E. F. McDonald Jr., Zenith president, cited as company milestones in 1957 (1) an all-time Zenith record in sales of civilian products, (2) initial FCC action providing for a three-year test period of pay tv (despite later Senate and House Commerce Committee resolutions delaying approval of specific station authorizations) and (3) a "favorable" $10 million out-of-court settlement with RCA, General Electric Co. and Western Electric Co. of litigation involving alleged patent infringements and new royalty-free license exchanges under existing radio-tv set patents.

Comdr. McDonald predicted "even greater growth" for radio receivers and a "continuing substantial volume of television receiver sales" in 1958 compared with 1957. He claimed "substantial progress" in Zenith research and development in color tv and assured shareholders the company "will have reliable color television receivers in production when the time is appropriate." Color tv research and development work centers around simplified circuitry, picture brightness "and other technical improvements," according to Comdr. McDonald.

Two More Reasons why Channel 2 is first choice of St. Louis families.

TOM DAILY SHOW
11:30 A.M. - 12:30
Monday through Friday

Tom is tops . . . a popular personality and a hard-selling MC on his new live-audience show.



FRED MOEGLE SHOW
11:00 A.M. - 12:00
Saturday

A brand new show . . . filled with fun, cartoons and well-liked Fred Moegle.

abc

Represented nationally by BLAIR-TV

KTVI

CHANNEL 2 SAINT LOUIS

Motorola Makes 1957 Report

Motorola Inc. reported 1957 sales of $226,361,000 (as compared with $227,562,000 for 1956) and net earnings of $7,824,431, or $4.04 per share (as against $7,966,817, or $4.12 a share in 1956). Main sales highs were recorded for two-way radio and microwave system products. Improved volume of business from Ford Motor Co., Chrysler Corp. and American Motors Co. stimulated Motorola's contract car radio sales, the report continued. For 1959 radios already under contract, the company promised a new major development—an "audio driver" transistor, to be produced in its transistor plant "whose production for auto radios will thus be doubled."

New High for Sylvania—Mitchell

Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., predicted last week that 1958 will be another record sales year for the company with volume approaching $400 million, compared with nearly $343 million in 1957. Mr. Mitchell cited sharply increased defense business as well as the continued over-all growth of the electrical-electronics industry.

Sylvania's net sales last year amounted to $342,957,061, the highest volume in the company's 56-year history. Sales in 1956 totaled $332,344,159. Net income in 1957 was $12,655,839, against $14,835,389 in 1956. After provision for dividends on the $4 preferred stock, last year's net income was equal to $3.48 per share of common stock on 3,526,274 shares outstanding on Dec. 31, 1957, compared with $4.10 per common share on 3,515,267 outstanding in 1956.

DuMont's Loss Less in '57; Schultz Confident for '58

Allen B. DuMont Labs suffered another loss in 1957, though not as great as in 1956, according to its annual report released Thursday. DuMont President David T. Schultz told stockholders that while the company is feeling the current business slump, it is confident that this year will be profitable.

The DuMont loss last year was $535,000 on sales of $43,582,000. This compares with an operating loss of $5,149,000 for 1956 on sales of $47,401,000, a loss reduced by a tax carryback to $3,887,000.

Mr. Schultz claimed major cost reductions and a consolidation in operations (all tube making in Clifton, N. J., and all equipment manufacturing in East Paterson, N. J.). In the second half of last year, he said, the company's tv receiver business picked up with a "comparatively better showing" and "profitable results" after introduction in June of the firm's new line. Picture tube business has been suffering because of competitive conditions, he noted, and in color tv, DuMont is progressing with design of a color tv set that will use the Lawrence single-gun color tv tube under the company's arrangement with Chromatic Television Labs which has been developing the tube. (Chromatic is owned by Paramount Pictures Corp.)

DuMont also makes picture tubes for other than tv set uses, mobile radio equipment and industrial products (including various instrumentation); it is engaged in government contracts and has an international division.

Emerson Reports Earnings Up

Emerson Radio & Phonograph Corp. reported that the company and its subsidiaries increased earnings for the 13-week period ended Feb. 1. The company announced a consolidated net profit, after federal income taxes, of $297,699, or 15 cents per share on 1,950,862 shares of capital stock outstanding. This compared to $196,509 or 10 cents per share on the same number of shares for the like period ended Feb. 2 of last year.

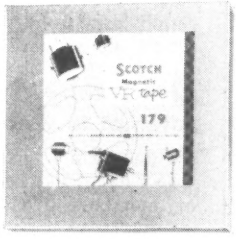
RCA Guards Against Tube Frauds

Further steps to prevent counterfeiting and rebranding of used radio-tv tubes have been announced by W. W. Watts, executive vice president in charge of electronic components, RCA [MANUFACTURING, March 17]. He said a permanent mold mark has been put on all tubes to eliminate any doubt of the manufacturer; returned defective tubes are being destroyed and records kept under close control; strict credit controls have been effected to make it impossible for distributors to get credit for counterfeits; design, custody and disposition of branding stamps have been tightened to prevent illicit use, and substantial sums have been invested in development of new permanent inks to preclude counterfeiting.

Why all three record only with

SCOTCH VIDEO RECORDING TAPE

REG. U.S. PAT. OFF.
BRAND



Just 10 years ago, radio audiences heard their first tape recorded delayed broadcasts. Today, the ABC, CBS and NBC TV networks again turn to tape, to record programs for delayed viewing.* First choice of all three is "SCOTCH" Video Recording Tape, pioneer product in the field.

This is the only tape in commercial production to successfully record sight and sound. Other tapes have tried, but only "SCOTCH" Brand offers completely satisfactory—lifelike—results in black and white. Unlike photographic recording processes, VR Tape requires no chemical processing, is reusable and erasable. It offers wider and truer contrast range and signal detail than ever possible with kinescopes—and instantaneously!

"SCOTCH" VR Tape is a good example of the kind of "miracles" that are everyday events in the laboratories of Minnesota Mining & Manufacturing Company—leading in magnetic tape products and research for over 10 years.

*VR taped shows include: "Lassie", "Dupont Show of the Month", "Sid Caesar Show", "The Lawrence Welk Show", "Truth or Consequences", "It Could Be You", etc.

The term "SCOTCH" is a registered trademark of 3M Company, St. Paul 6, Minn. Export: 99 Park Avenue, New York. Canada: London, Ontario.

MINNESOTA MINING AND MANUFACTURING COMPANY

. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

SAG Virtually Agreed On New Commercial Pact

Screen Actors Guild last week reached agreement with major national advertising agencies and independent film producers on a new contract covering actors, singers and announcers in tv commercials. The agreement is subject to Guild membership ratification.

Rate increases were described as running up to 143%. The contract is retroactive to last March 2 and runs to June 1, 1960.

The Guild said the contract covers tv commercials not only on film but on "tape or otherwise and whether produced by means of motion picture cameras, electronic cameras or devices, tape devices or any combination of the foregoing, or any other means, methods or devices now used or which may hereafter be adopted . . . the sole exception is taped commercials made for advertising agencies by tv stations and networks at their own broadcasting studio facilities."

The Guild listed these highlights of the new pact:

On-camera minimum up from $70 to $80 per 8-hour day; off-camera up from $45 to $55 per session. A new requirement specifies the player is to be paid promptly by the producer for each commercial. All use payments on spot commercials were graduated sharply upward. Previously they reached maximum when the spot was used in more than 20 cities. Class A usage is now limited to 21 to 60 cities, with on-camera minimum for each 13-week use increased from $140 to $170; new Class AA, 61 to 125 cities, with on-camera minimum of $220; new Class AAA, over 125 cities, on-camera minimum $260 and larger percentage increases in off-camera minimums such as Class B (6 to 20 cities) raised from $52.50 to $82.50; Class A (not over 60 cities) up from $70 to $105; new Class AA, $150; new Class AAA, $170.

New York is weighted as 11 instead of 7 cities; Chicago and Los Angeles, 7 cities each, any two of the three to constitute Class A usage and all three Class AA.

Program commercial use rates were increased and the cut-off, which set a maximum for a Class A program commercial, was eliminated. After $740 is paid on-camera or $565 is paid off-camera within a 13-week period, the player continues to be paid at 17½% of the individual use rate for use of the commercial within the 13-week period.

Program openings and closings—On-camera up from $400 to $500 for 13 uses in 13 weeks; from $570 to $650 for 13 uses in 26 weeks; off-camera raised from $280 to $400 and from $415 to $500.

Dealer commercials—One-year use, on-camera raised from $575 to $700 and off-camera from $295 to $425; six-month use, on-camera from $295 to $375, off-camera from $155 to $250.

Technicians, Networks Closer to Agreements

Prospects were bright last week for a settlement soon of the long-pending contract negotiations between CBS and the International Brotherhood of Electrical Workers, and NBC and ABC and the National Assn. of Broadcast Employes & Technicians. The networks' pacts with these technical unions expired Jan. 31.

CBS notified IBEW that it was making a final proposal in lieu of further meetings.

CBS proposed that technicians pay be increased to $110 weekly for first-year employes and to $180 weekly after three years, said to be "a substantial increase" because of the shortening of the escalator from its present four years. The old contract set top scale after four years at $175 weekly. The network also offered to raise the pay of supervisory and most senior technicians by $5 per week effective last Feb. 1 and an additional $5 weekly, effective Feb. 1, 1959. These salaries now range between $190-200. Fringe benefits also would be expanded under CBS' proposal.

Since IBEW announced the network's offer, the indication is strong that it is acceptable to the International headquarters. The proposal now will be considered by a negotiation committee of eight IBEW locals.

"Among language change considered to be extremely important to the union," IBEW stated, "stronger phraseology has been employed to clarify the complete jurisdiction of IBEW in the videotape field and CBS indicates acceptance of substantially new language outlining grievance procedure."

The contract proposals made by NBC and ABC to NABET approximate the CBS offer to IBEW. The NBC-ABC recommendations were sent to seven NABET locals several weeks ago and, according to a union spokesman, the vote of the membership will be known by Thursday. Indications are strong that the membership will accept the networks' offer.

AFM Local 47's Daniel Charges Attempt to Weaken Union Stand

Eliot Daniel, president of AFM's Hollywood Local 47, last week blasted a group of members of the local for using the union's strike against the major motion picture studios [PERSONNEL RELATIONS, March 10, 3, Feb. 24] for "disruptionist tactics" that appear to be an "attempt to weaken the union's position and ultimately weaken the union itself." In a front page editorial in the March issue of *Overature*, monthly magazine published by Local 47, Mr. Daniel declared: "We can understand the desire for more tangible evidence of strike activity, but we are not willing or ready to scuttle the union."

Arrival of the first strike benefit checks for studio contract musicians on Wednesday did much to raise morale. The 275 men out of work by AFM order will receive a check for a week's pay ($160.70) every other week, giving them half-pay for as long as the work stoppage continues.

The Sound of Quality
DAY and
In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"
A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture
NIGHT
HIGH FIDELITY

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

SK&F Tv Surgery Displaces 'The Californians' in Michigan

Smith, Kline & French Labs brought an abdominal operation in live color tv to an estimated 1.5 million Michigan viewers —at the "expense" of an adult Western. March 18 at 10 p.m., SK&F's medical color television unit, in conjunction with the Michigan State Medical Society and the Michigan Clinical Institute, covered in detail a resection of the aortic bifurcation—a clogged artery—with a seven-inch tube of dacron, and telecast this operation over a four-station network consisting of WOOD-TV Grand Rapids, WWJ-TV Detroit, WJIM-TV Lansing and WPBN-TV Traverse City.

The Grand Rapids, Detroit and Lansing stations all are NBC-TV affiliates regularly carrying *The Californians* in the 10-10:30 p.m. time slot. (Traverse City is a satellite operation for WOOD-TV). Thomas J. Lipton Co. (alternate week sponsor with Singer Sewing machines, both through Young & Rubicam) agreed to the pre-emption with the understanding that the three stations reschedule *The Californians* in local time agreeable to the advertiser.

An SK&F spokesman indicated that the firm knew the risk of exposing a commercial audience to a live medical operation, but stated that a one-station broadcast of such an operation during 1957 met with encouraging audience reaction. He said that inasmuch as the operation represents "an important advance in the treatment of arteriosclerosis," a disease affecting most Americans past 60, "the tv show is designed to allay public fear of such surgery." The operation originated from Henry Ford Hospital in Detroit.

To cover the intricate operation, SK&F used a new $50,000 camera, "Mirabelle," weighing three times as much as the 100-lb. predecessor suspension camera, "Clarabelle," which operated on the "field sequential" system. The new camera, much more intricate since it works principally with mirrors (for flexibility) was developed by RCA on SK&F specifications.

TelePrompTer C-C Tv Lineup Set

TelePrompTer Corp., New York, announced last week that the closed-circuit telecast of the Carmen Basilio-Ray Robinson middleweight championship bout in Chicago tomorrow (Tuesday) will be carried in 173 locations in 140 cities, including seven cities in four Canadian provinces. Irving Kahn, TelePrompTer president, who is arranging the telecast, predicted a gross gate of $2 million. The bout also is being carried on CBS radio, starting at 11 p. m.

WTTM Expands Recording Unit

WTTM Trenton, N. J., has opened new recording studios for its own use and custom consumer business, it has been announced by Fred E. Walker, general manager. Chester Sunderland, chief engineer, was named to direct operations of the new sound unit, which features Ampex stereophonic equipment and a special recording control room. At the same time WTTM has expanded its long-play and 45 rpm disc-cutting facilities. Tom Hutchinson and Don Dewsnap have been appointed recording technicians for the new WTTM installation.

Sauter, Former Air Features Head, Dies After Cerebral Hemorrhage

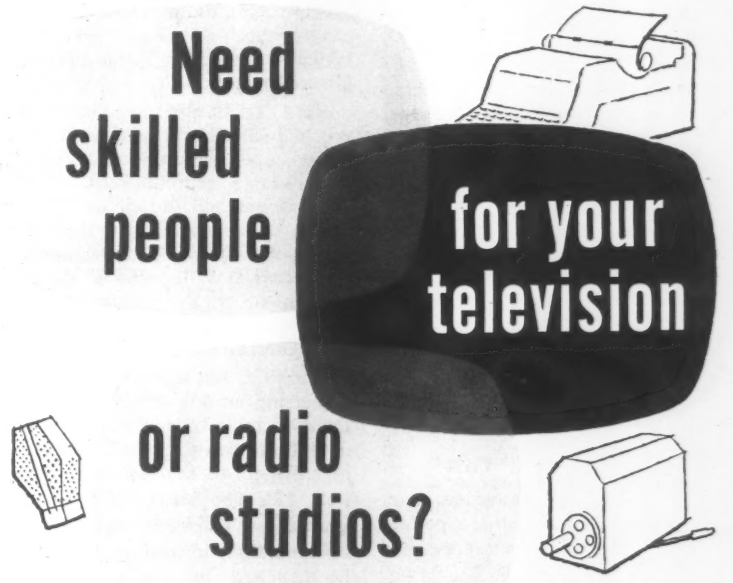
James E. Sauter, 56, former president of Air Features and chairman of the Radio-Television division of the Democratic National Committee, died Monday in Doctors Hospital, New York, after a cerebral hemorrhage. He lived at the Pierre Hotel there.

Mr. Sauter served as a deputy commissioner of commerce of New York under Mayors William O'Dwyer and Vincent R. Impelitteri. In the early 1930s he was a member of the New York Stock Exchange.

From 1937 to 1951, Mr. Sauter was president of Air Features Inc., which at that time cast many of the daytime serials in radio. From 1942 to 1946 he was executive director of the United Theatrical War Activities Committee, for which he won the President's certificate of merit. He served as chairman of the radio and television division of the 1949 Red Cross Fund of Greater New York and was chairman of the stage, screen, radio and television division of the Democratic National Committee.

Mayor Wagner presented the distinguished service award of the Treasury Department to Mr. Sauter several months ago for his 15 years of service as a volunteer in the savings bond program. Mr. Sauter assisted the Democratic National Committee in the last four presidential campaigns.

He had been in semi-retirement for the past five years because of a heart ailment. In 1930 he married Anita Kerry, actress, who died five years ago.



Then call Northwest Schools, the largest school of its kind in the country. They will provide you with competent people—thoroughly trained for every phase of local station operation.

Hundreds of Northwest graduates are working in television and radio in every part of the country. Their good record is proof of the studio training and background received at Northwest.

You can have immediate and complete resumes of available personnel or personal interviews will be arranged.

Just let us know by phone, wire or letter which position in your studio needs filling.

NORTHWEST SCHOOLS TELEVISION-RADIO DIVISION

Call: CApitol 3-7246

1221 N. W. 21st Ave., Portland, Oregon

737 N. Michigan Ave., Chicago • 1440 N. Highland, Hollywood

Rambeau Reorganizes to Form Rambeau, Vance, Hopple Inc.

The reorganization of the William G. Rambeau Co., station representative since 1931, was announced last week by William G. Rambeau, president. The name of the company has been changed to Rambeau, Vance, Hopple Inc., and Edward R. Hopple

RAMBEAU VANCE HOPPLE

and Robert R. Vance Jr., president and vice president, respectively, of College Radio Corp., New York, have been named account executives and vice presidents of new firm.

Mr. Rambeau said that College Radio Corp., which has been functioning as a station representative of commercial college campus stations, will be operated as a subsidiary of Rambeau, Vance, Hopple Inc. College Radio Corp. was founded by Messrs. Vance and Hopple in 1951 while they were students at Amherst College.

Mr. Rambeau also announced that Martin Rokeach, who joined the Rambeau organization as account executive and manager of research, has been elected a vice president of RVH. Mr. Rokeach formerly was an account executive at BBDO, New York.

The newly-organized representation company has moved into new quarters in the Chrysler Bldg., New York 17. Telephone number is Oxford 7-0890.

Joseph to Avery-Knodel Post

Michael Joseph, national program manager for the Founders Corp., which operates stations in five cities, has been appointed radio programming consultant to Avery-Knodel, radio and television station representative, it was announced last week by Lewis H. Avery, president. As radio programming consultant, Mr. Joseph will travel to stations, analyze audience potentials and render consulting services in programming and production techniques.

SQUIRREL ANTENNA

An antenna system, designed by KDKA Pittsburgh Chief Engineer T. C. Kenney, has been installed in Squirrel Hill Tunnels there enabling auto radios to receive signals throughout the 4,200-ft. tunnel.

In 1941 Mr. Kenney planned the overhead aerial arrangement—reportedly the world's first—in Pittsburgh's 5,700-ft.-long Liberty Tubes. Since the Squirrel is not so high, the wires were placed over the pedestrian walks.

Shelburne Makes Appointments For Northeastern Pa. Operation

Thomas P. Shelburne, vice president-general manager of Northeastern Pennsylvania Broadcasting Co., last week announced executive appointments as WNEP-TV Scranton (formerly WARM-TV) and WILK-TV Wilkes-Barre began joint operation on an interconnected basis.

Ross Parker, chief engineer of WNEP-TV, was named chief engineer of the interconnected operation. Avery-Knodel Co., national sales representative of WILK-TV since it went on the air in 1953, will serve in the same capacity for the twin stations. When installation of equipment has been completed at Wilkes-Barre, the stations will turn in the ch. 34 permit for that city and operate from studios in both cities on Scranton's ch. 16.

The FCC last month approved transfer of ownership in the stations to Northeastern Pennsylvania, owned 60% by Transcontinent Television Corp. and 20% each by former owners of the two facilities [STATIONS, Feb. 17]. The former WNEP-TV group is headed by William W. Scranton and Martin F. Memolo and former WILK-TV owners by Mitchell Jenkins and Mr. Shelburne. Other Transcontinent stations are WGR-AM-TV Buffalo, WROC-TV Rochester, both New York, and 50% of WSVA-AM-FM-TV Harrisonburg, Va.

WNEP-TV and WILK-TV are basic affiliates of ABC-TV.

Lasky, Simon Get Promotions In WBC West Coast Changes

The west coast operation of Westinghouse Broadcasting Co. is being expanded with a change of executives, WBC President Donald H. McGannon and Philip G. Lasky, WBC's executive in charge of west coast radio and tv, are announcing today (Monday).

Louis S. Simon, sales manager of KPIX (TV) San Francisco, was named general manager. Mr. Lasky had been assuming that responsibility in addition to his executive duties with WBC. In the change, Mr. Lasky will be freed of "direct and daily activities of station management" and permitted to devote his time and "creative and administrative energies to long-range planning and execution of WBC community service efforts," according to Mr. McGannon. WBC's KEX Portland, Ore., continues under General Manager Herbert L. Bachman who reports to Mr. Lasky.

Mr. Lasky started in broadcasting as an engineer with KFEL Denver, became general manager of KDYL Salt Lake City in

MR. LASKY

MR. SIMON

the early 30s, of KSFO San Francisco in 1935 and subsequently purchased interests in KROW Oakland, Calif., and KXA Seattle. He and associates started KPIX in 1948. He was general manager of the station when Westinghouse purchased it in September 1954.

Mr. Simon, first associated with Mr. Lasky as a member of KSFO's sales department in 1945, became KPIX sales manager when the station went on the air. Before his KSFO association, he worked for a newspaper and had various positions in advertising and radio.

WGN-TV to Sell Children's Shows

A plan for syndicating its own stable of children's shows is being discussed by WGN-TV Chicago. Ward L. Quaal, vice president and general manager of WGN-AM-TV, declines comment "at this time," but it's known the project is under consideration. Involved are such station properties as *Ding Dong School*, *Lunchtime Little Theatre*, *Garfield Goose*, *Bugs Bunny & Friends* and *The Blue Fairy*. Mr. Quaal indicated last year that *Ding Dong School*, conducted by Dr. Frances Horwich with which WGN-TV has signed a new long-term pact, may eventually be offered for syndication.

If the syndication service develops, WGN-TV is expected to utilize videotape recorders (rather than film) which, along with Ampex color conversion accessory units, it hopes to acquire by next June.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WLAP LEXINGTON, KY. • Sold by Frederick Gregg Jr., Charles H. Wright and Harry C. Feingold to John B. Poor for $332,500, including the assumption of liabilities. Mr. Poor is vice president of RKO Teleradio Pictures Inc., and was president of MBS until it was sold last year. WLAP operates on 630 kc with 5 kw day, 1 kw night and is affiliated with ABC. Broker: R. C. Crisler & Co.

WKXP-TV LEXINGTON, KY. • Sold by Frederick Gregg Jr., Charles H. Wright and Harry C. Feingold to Radio Cincinnati Inc. for about $200,000, including about $100,000 in obligations. Radio Cincinnati Inc. is licensee of WKRC-AM-FM-TV Cincinnati (same ownership as *Cincinnati Times-Star*), and owns WTVN-TV Columbus, Ohio; WBRC-AM-TV Birmingham, Ala., and has a minority interest in WBIR-AM-TV Knoxville, Tenn. WKXP-TV broadcasts on ch. 27 and is non-affiliated. Broker: Crisler Co.

WORD SPARTANBURG, S. C. • Sold to WMRC Inc. by Irvin Kahn and others for $136,000. WMRC operates WFBC-AM-FM-TV Greenville, S. C. Chapman Co. was the broker. WORD operates on 910 kc, with 1 kw, and is an NBC affiliate.

WPOR PORTLAND, ME. • Sold to Hildreth Broadcasting Co. for $105,000 by Oliver Broadcasting Co. The new owner is a subsidiary of Community Broadcasting Service, which is the licensee of WABI Bangor and owns 100% of WABI-TV Bangor and the corporation which is the majority stockholder of WAGM-AM-TV Presque Isle and WARM Houlton, all Maine. WPOR operates on 1490 kc, with 250 w, and is affiliated with ABC and MBS.

KJUN REDMOND, ORE. • Sold to Orlo Bagley by F. Gilbert Lieser for $37,000. Allen Kander Co. was broker. KJUN operates on 1240 kc, with 250 w, and is affiliated with ABC.

KCLN CLINTON, IOWA • Sold 75% stock to Rock River Broadcasting Co. by John R. Livingston, Kenneth Parker and Errett Zendt for $600, plus $15,000 to John Livingston, as trustee for the present stockholders of the corporation, plus other amounts to Mr. Livingston on notes he now holds. Rock River Broadcasting operates WRRR Rockford, Ill. Its stockholders have principal interests in WMBV-TV Green Bay, WMAM Marinette, WBEV Beaver Dam, all Wisconsin, and formerly KXGI Fort Madison, Iowa, among others. KCLN operates on 1390 kc, with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 104.*

KJR SEATTLE, KNEW SPOKANE, BOTH WASH., AND KXL PORTLAND, ORE • Sold to Essex Productions Inc. (controlled by Frank Sinatra, singer-actor) by Lester M. Smith and Lincoln Dellar for overall figure of $2 million. This is Mr. Sinatra's first venture into station ownership [CLOSED CIRCUIT, Dec. 23, 1957]. Mr. Smith remains as general manager of the radio stations.

KJR operates on 950 kc with 5 kw. KNEW operates on 790 kc with 5 kw. KXL broadcasts on 750 kc with 10 kw. Comr. Robert Lee voted for a McFarland letter.

WMAM AND WMBV-TV MARINETTE (GREEN BAY), WIS. • Seventy-five percent interest in M&M Broadcasting Co. sold to *Superior* (Wis.) *Evening Telegram* (Morgan Murphy) by W. E. Walker, Joseph D. Mackin and others for $211,000 plus the assumption of liabilities totaling $360,000. Associated with the Murphy interest, which will acquire 55% interest, are Walter Bridges, 10% and Normal Postles, 10%.

Murphy interests include WEAU-AM-FM-TV Eau Claire, Wis., KGTV (TV) Des Moines, Iowa; 50% of WISC-AM-FM-TV Madison, Wis., and of KVOL-AM-FM Lafayette, La., and controlling interests in WEBC Duluth, WMFG Hibbing and WHLB Virginia, all Minnesota. Murphy newspapers are in addition to the *Superior Telegram: Eau Claire Leader* and *Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter*, all Wisconsin, and *Virginia Mesabi News* and weekly *Range Facts*, Minnesota, and *Lafayette Advertiser*.

Mr. Bridges controls WJMC-AM-FM Rice Lake, Wis., and 10% of WEBC, WMFG and WHLB.

Messrs. Walker and Mackin will retain 5% each in the Marinette stations. New stockholders, Mr. and Mrs. John F. Stang and Mr. and Mrs. Charles Goldberg, will own 15% equally. This is in payment of two stock options acquired when they loaned M&M Bcstg. Co. $200,000 last summer.

WMAN operates on 570 kc with 250 w, daytime and 100 w nighttime. WMBV-TV began operating in 1954, on ch. 11. Both stations are affiliated with NBC.

By letter the Commission advised WFRV-TV Green Bay, Wis., that latter's petition did not warrant designation of the transfer application for a hearing. Comr. Robert Bartley voted for a McFarland letter.

KMYR DENVER, COLO. • Sold to Don W. Burden, principal stockholder in KOIL Omaha, Neb., and KWIK Pocatello, Idaho, by Dolph-Petty Broadcasting Co. for $400,000. KMYR operates on 710 kc with 5 kw.

WHIM PROVIDENCE, R. I. • Sold to James P. Haney and Janice D. Buckley, trustees, and Richard H. Gerken, by Richard D. Buckley and John B. Jaeger. This involves transfer of, without consideration, 517 shares of Buckley stock into trusts for children and sale of 150 shares by Mr. Buckley and 50 shares by Mr. Jaeger to Mr. Gerken for $12,000. Comr. Robert Lee voted for a McFarland letter.

THE FORJOE FORUM

A PERIODIC DISCUSSION COLUMN ON CURRENT ISSUES IN TELEVISION AND RADIO

T. Σ. E.*

The Greeks had a word for it . . . so does Forjoe!

* T.S.E. stands for

"TIME SALES ENGINEERING"

A dynamic, creative sales concept, integrating the needs of the advertiser, the agency and the station. . . .

FORJOE & CO., INC.

ESTABLISHED 1938

Time Sales Engineers

OFFICES IN
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
PHILADELPHIA ATLANTA
SEATTLE

Inquiries may be directed to 580 5th Avenue, N.Y. 36, N.Y.

WITCHERY WORKS IN WICHITA

The management of KTVH (TV) Wichita no longer has any doubt about the existence or power of witchery—water witchery, that is.

The station has had trouble finding good water for drinking, film processing and air conditioning and has had to use bottled water for the past two years. This proved costly and the station has had to limit its use of water for necessities only. With the growing need for a film processor, the station contacted city officials to see about running a water main to its location beyond the city limits. The cost: $41,500.

Since this was out of the question because of the expense, Dale Larsen, assistant general manager, called in a "water witcher" who used a "water wand" made of two peach tree branches joined by a metal prong.

The witcher arrived at KTVH, walked around the property for a few minutes and finally stopped when the wand dipped backwards. He told the station to drill in that spot indicated by the wand. When the drilling was finished, KTVH reports that it found good water only 30 feet below the surface.

Results: The station now not only has inexpensive water but also has been able to order the badly-needed film processor, impracticable previously because of the expense of using shipped-in bottled water.

ABOVE, *Dale Larsen (l), KTVH assistant general manager, watches while "water witcher" Lee Griffith explains that the "water wand" has begun its backward swing, which when completed indicates the spot to drill for good water.*

Introducing

Radio's Newest Money Maker

HEALTHCASTS

packing as much sales appeal as Newscasts & Sportscasts And Just As Salable

A New Sales Weapon to Open the Doors to New Business

- **a permanent, stable programming feature . . . not a one-shot temporary gimmick**
- **provides steady revenue . . . gives the sponsor results that keep him on**

HEALTHCASTS Are a Natural Tie-In to LOCAL ADVERTISERS

Drug Chains . . . Food Stores . . . Appliance Stores . . .
Baking Companies . . . Banks . . . Dairies

HEALTHCASTS Are a Natural for NATIONAL ADVERTISERS

Toothpastes . . . Medicines . . . Cold Remedies . . .
Diet Plans . . . Appliances . . . Cosmetics . . .
Insurance Companies . . . Meat Packers

EVERYONE IS INTERESTED IN HIS HEALTH . . . A TOPIC OF VITAL IMPORTANCE TO AMERICA TODAY

Join the vanguard of radio stations already enjoying the sales success of **HEALTHCASTS**

WITH, Baltimore
WOL, Washington
WNCC, Barnesboro
WLEE, Richmond
WCAP, Lowell
WGH, Norfolk
WAKU, Latrobe

WRITE, WIRE OR CALL

DICK RUDOLPH PRODUCTIONS

6611 Edenvale Road Baltimore 9, Md. Phone Hunter 6-4334

Defendant Claims Tv Pictures, Print Stories Invalidate Trial

A convicted defendant has asked the Oklahoma County (Okla.) Criminal Court of Appeals for a ruling on his plea that he did not obtain a fair trial because tv pictures were taken in the courtroom and newspaper stories covered the trial at length.

Counsel for Edward Lee Lyles, sentenced to 15 years in prison for burglary, asked the upper court for a direct ruling on the propriety of tv cameras in the courtroom.

WKY-TV Oklahoma City took film shots before the trial opened, showing the defendant, attorneys and others in the courtroom. The trial judge had not yet opened the trial.

Oklahoma courts frequently have allowed tv cameras and microphones in court trials where defendants have not objected. Many trials have received tv coverage without any objections or later appeals.

In the Lyles case, the jury entered a verdict of guilty, leaving sentence to the trial judge.

WJIM-AM-TV Revenue Declines Slightly, 1957 Report Shows

Gross Telecasting Inc. has published an annual report for WJIM-AM-TV Lansing, Mich., showing broadcasting revenue of $2,733,846, slightly off last year's $2,815,408.

Harold F. Gross, president (51% owner) told stockholders that increased operating costs and expenses of establishing new studios in Flint, Mich., reduced profits for 1957 to $1.68 a share, compared to $1.85 in 1956.

Working capital increased to $2,376,938 last year from $1,982,063 the preceding 12 months.

WJIM Radio "continued its upward trend," the report noted, increasing gross time sales by 8% over 1956. No comparable figure was given for television.

Mr. Gross' letter to holders also noted that the company is looking for additional properties, maintaining "a strong liquid position in order to take advantage of any opportunities which may arise in the future."

Cowling Forms New Rep Firm

Charles H. Cowling, former national sales manager, KDYL-KTVT (TV) Salt Lake City, has formed American Radio-Tv Station Representatives, with offices at 140 Robertson Blvd., Beverly Hills, Calif. Telephone: Olympia 2-8494. The firm presently serves as Los Angeles representative of Grant Webb & Co., station representative with offices in New York, Chicago, San Francisco and Seattle.

WJDY on Air With Pop Music

WJDY Salisbury, Md., is on the air with a daytime, all-popular music format, broadcasting with 5 kw on 1470 kc, according to Norman Glenn, general manager. The Eastern Shore station made its formal bow March 13 from its studios at Salisbury's Office Center Building. Mr. Glenn, former owner of WCHI Chillicothe, Ohio, is co-

owner of WJDY with Hoyt C. Murphy, Florida real estate broker and hotel owner. On the WJDY talent roster are Johnny Williams, Bob Callahan and Dick Ireland.

Cuban Diplomat's Briefcase Stolen, Turned Over to Renick

After a briefcase was stolen from Cuban Consul General Eduardo Hernandez as he was boarding a plane in Miami, the thief contacted WTVJ (TV) Miami Vice President Ralph Renick and sent him the briefcase, which was accompanied by a letter explaining the theft.

Mr. Renick showed the contents of the briefcase on his news show and read the letter which said that it had been stolen to "save the lives of three Cuban patriots who live in Cuba and whose photographs . . . were being taken . . . to assassins of the dictatorship."

The briefcase reportedly contained 42 photographs of men, three of a boat and an American-registered plane, a fingerprint chart, $185 in American currency, an old white shirt and several confidential reports written in Spanish.

The letter also charged that the "mug shots" in the briefcase were from "supposedly secret files" of Miami and Key West police. Following the broadcast, Mr. Renick turned everything over to Richard Gerstein, state attorney.

Radio Helps Maintain Sales During St. Paul Paper Strike

Department store sales in St. Paul, Minn., for Dec. 21-Jan. 11 rose 4% above the same period a year before despite a newspaper strike, according to figures released by the Federal Reserve Bank of Minneapolis. Radio was assessed as "the major factor" in maintaining sales throughout the strike period, Dec. 17-Feb. 4, according to KSTP-AM-TV St. Paul.

For the same four-week period, while St. Paul's two commonly-owned newspapers were struck, department store sales closely matched the pattern in the twin city of Minneapolis, where newspaper service was normal. There was no increase of St. Paul retail advertising in Minneapolis papers, however, nor any extra press runs there, according to KSTP.

Media used by stores in addition to radio during the print strike included television, neighborhood shopping sheets, advertising throwaways and a tabloid advertising bulletin put out by retailers. KSTP-AM-TV and other broadcasters, alerted to the strike threat, were ready to carry the "lion's share" of advertising service by switching to emergency schedules at the time the walkout came, KSTP reports.

Satellite KDUH-TV Makes Bow

KDUH-TV Hay Springs, Neb., is on the air, operating on ch. 4 with 100 kw as a satellite of ch. 3 KOTA-TV Rapid City, S. D., it has been announced. The new station entertained hundreds of northwestern Nebraskans at an eight-hour open house at the transmitter site March 8, where they were greeted by Mrs. Helen S. Duhamel, president of the stations. A special edition of the *Hay Springs News* dedicated to KDUH-TV was passed out and refreshments were served by the women's auxiliary of the local fire department. Additional ceremonies were at the community hall.

Floyd Insures Against Loss To KELO-TV During NCS No. 3

Joe Floyd, president of KELO-TV Sioux Falls, S. D., has insured his station for $1.7 million against loss resulting from damage to tower, antenna or transmitter during Nielsen Coverage Study No. 3. The policy was written by The Home Insurance Co. and is believed to be the first of its type, protecting a station from loss of business stemming from an unfavorable rating report caused by act-of-God damage during the survey period.

Mr. Floyd's decision to insure during NCS No. 3 surveying—going on currently—was based on storm damage which occurred during NCS No. 1 and No. 2 surveys. Reduced coverage from makeshift transmitting equipment during 1952 and 1956 storms that struck in Nielsen rating periods cost KELO-TV "incalculable amounts of business" during the years the studies were used by agencies, according to the station.

"They say bad things come in threes," Mr. Floyd said with the undertaking of NCS No. 3 survey. "If this third NCS follows previous form, we're due for a tornado," he remarked.

"This Is Going Too Far..."

. . . said the editorial headline in an Oregon newspaper.

THE EDITOR was criticizing a campaign to close certain stores for a stricter observance of Sunday.

Many others will wholeheartedly agree viewing with great misgiving the present widespread revival of "blue law" thinking and action.

If pressure for religious conformity is the product of our current religious awakening, we will have paid too high a price.

Seventh-day Adventists, although they observe Saturday as the Lord's Day, the Christian Sabbath, fully respect the right of others to observe Sunday. But we believe it should be the result of conscience, not of compulsion. And we must respect also the rights of the vast numbers of persons who do not care to observe any day at all.

We recognize the responsibility of government to regulate working hours as necessary for public health, but we believe it is "going too far" when we yield to religious pressures and specify that a man must rest on a certain day.

The use of law or social pressure to ban on Sunday or Saturday any activity that is legal on every other day is plainly religious coercion. We believe it has no place in a society of free men.

To quote Benjamin Franklin: "When religion is good, I conceive that it will support itself; and, when it cannot support itself, and God does not take care to support it, so that its professors are obliged to call for help of the civil power, it is a sign, I apprehend, of its being a bad one."

For an illustrated, documented brochure entitled, "Do We Really Want Sunday Laws?" write:

Seventh-day Adventist Information Services

★

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

NIPPED IN THE BUD

The efforts of two enterprising young teenagers in Worcester, Mass., were cut short recently by the FCC because they were operating an amateur radio station that was "too professional." The high school boys, William Aucoin (l), 14, and Alan Jahn (r), 13, had been operating station KMAJ from local homes, garages and barber shops.

They featured d.j. shows, news and weather reports and even went so far as to sell commercials until they were ordered off the air. But all was not in vain. WTAG Worcester offered the boys three 15-minute segments on Michael Whorf's (center) *Matinee* program and their studio became a remote WTAG studio for one day.

KGIL Moved to New Building

KGIL San Fernando, Calif., has moved to new offices and studios at 1325 Van Nuys Blvd., Pacoima, Calif., with 3,500 sq. ft. for offices and two newly-equipped studios, plus conference area and off-duty lounge. Telephone is Empire 6-9555. Transmitter and towers of KGIL remain at 14808 Lassen St., San Fernando.

DATELINES

Newsworthy News Coverage by Radio and Tv

MOSCOW—WCAU Philadelphia telephoned the Soviet Academy of Sciences here earlier this month to get this country's reaction to American satellite launchings. The 10-minute long distance call was made in connection with WCAU's *Operation Outer Space* series, which is devoted to informing listeners of the current missile and satellite situation. The station told the operator: "This is WCAU Philadelphia. We'd like to discuss satellites with a spokesman at the Soviet Academy of Sciences in Moscow." She placed the call and was told to call back the next day. The contact was completed the following morning and the beeper phone interview was carried on several news shows as well as *Operation Outer Space*.

HAVANA—Two stations, KXOK St. Louis and KGW Portland, Ore., contacted Frank McCarthy, United Press Bureau chief in this Cuban city, to get on-the-spot coverage of the fighting here between government and rebel troops. They carried beeper phone reports of the attempted assassination of President Fulgencio Batista and descriptions of the crisis and rebellion inside Cuba.

TULSA—When the news of an Air Force B-47's explosion in the air over Tulsa reached KAKC there over its police radio, the station dispatched three mobile units to cover the disaster and had a report on the air minutes after it happened. One unit was sent to a residential area where pieces of debris were falling and another to the field where two of the three man crew were reportedly expected to descend after bailing out. The third unit was dispatched to an airport and a reporter went up in an airplane to cover the crash scene from the air.

DES MOINES—In another air disaster last month, KIOA Des Moines reports it was able to get an interview with three men who bailed out safely. The body of a fourth man, killed in the accident, was found in the plane's wreckage that evening and KIOA gave first hand reports to its listeners through remote facilities.

SCRANTON—WDAU-TV here was on hand to cover an early-morning apartment house fire March 15 that killed two people. It obtained films of a woman jumping four stories into a net and of firemen recovering the body of a victim from a third floor apartment. The station reports that CBS-TV used the films and they also were syndicated by the network's newsfilm service. In addition WCAU-TV aired interviews from survivors and used beeper reports.

KTLA (TV) to Add Helicopter For Remote News Telecasts

KTLA (TV) Los Angeles is adding a helicopter to enable the station to achieve "television's greatest service—hourly on-the-spot telecasts, live, from where news headlines are being made," KTLA Vice President-General Manager Lew Arnold has announced.

John Silva, KTLA chief engineer, and his staff are developing a method for transforming the helicopter into an airborne remote control unit to provide sight-and-sound coverage of news events while in flight. The most difficult problem, now approaching solution, reportedly was that of keeping the signals from the moving helicopter beamed continuously to the station transmitter for broadcast to the public at home.

Meanwhile, KTLA is converting two station wagons into mobile remote units, complete with power supply, which can get on the air within minutes after arriving at the scene of the news event. In a field test, one unit put on a closed-circuit telecast for five minutes while traveling at 45 miles an hour along a freeway. The two units, each with a reporter-commentator, will be on the road eight hours a day, at all times in contact with the KTLA newsroom, which will make assignments from information on fires, accidents, crimes and other happenings received from over 300 reporters.

REPRESENTATIVE APPOINTMENTS

KPOJ Portland, Ore., names Edward Petry & Co.

KFOX Long Beach, Calif., has appointed Simmons Assoc., N.Y.

KSHO-TV Las Vegas, Nev., appoints Forjoe Tv Inc.

WOBS Jacksonville, Fla., names Gill Perna, N.Y., as national representative and Dora-Clayton Agency, Atlanta, as regional representative.

WEZE Boston appoints George P. Hollingbery Co.

WIVK Knoxville and **WQOK Greenville, S. C.,** name Stars National Inc.

KRSD-TV Rapid City, S. D., appoints Devney Inc.

KWEL Midland, Tex., names Gill-Perna.

WHRV Ann Arbor, Mich., appoints Devney Inc.

WMAM-WMBV (TV) Marinette, Wis., name George P. Hollingbery.

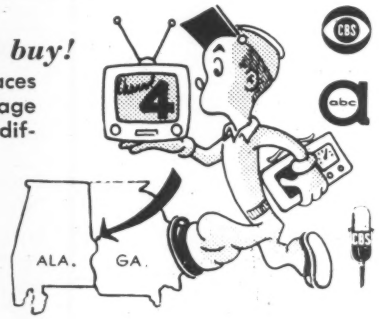
Another Reason why . . .
Columbus, Georgia, is a better buy!
Geographic location of Columbus, Ga., places ⅓ of the rich WRBL-TV 53-County coverage in Alabama . . . where a 1-hour time difference exists.

You buy "Night Edition" at Class C rates and receive ⅓ of the coverage in Class AA time!

"NIGHT EDITION"
NEWS • WEATHER • SPORTS
Average Rating
Monday thru Friday
29.9*
For Participating Minutes
CALL HOLLINGBERY CO.
*METRO PULSE JANUARY, 1958

WRBL-TV IS FIRST IN ALL ¼ HOURS— 6:30 PM to sign off*
•
WRBL-RADIO . . . 55% MORE HOMES DELIVERED THAN STATION "B" DAY OR NIGHT MONTHLY NCS No. 2

WRBL

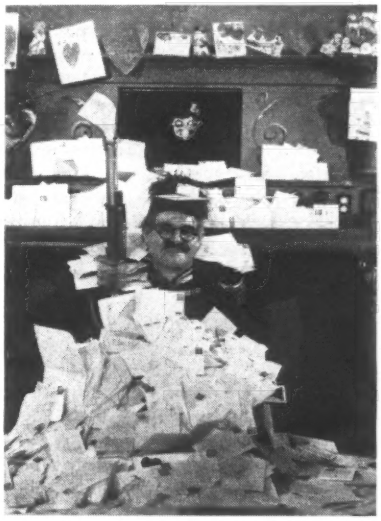


"WeeReBeL"
The little guy with the big following . . . completely dominates the Columbus Market!

AM-FM-TV Columbus, Ga.

WCCO PUPPET REFORMS

When John Gallos, WCCO-TV Minneapolis' "Commodore Cappy," dreamed-up "Vivian Vulture," a half-bird, half-witch puppet character and used it to introduce the station's "Bugs Bunny" cartoon series (Mon.-Fri. 4:30-5 p.m. CST), he little realized he also was creating a problem for the mothers of children who watched the show. The puppet looked so sinister and behaved so wickedly that—according to dozens of letters from mothers in the area—Vivian featured largely in their children's nightmares.



COMMODORE CAPPY, *host of WCCO-TV's afternoon children's show, and his puppet creation, "Vivian Vulture," survey some of the Valentine cards received from local children.*

An about-face in the puppet's nature was called for if the children were to sleep peacefully again, they said. This was brought about by Mr. Gallos' invention called a "character conversion ray gun." After getting a shot in the arm from this weapon, Vivian renounced her old ways and promised to be good in the future. Miss Vulture also mentioned that she'd been so bad in the past that she'd never received a Valentine card. By Valentine's Day 4,600 cards had been received at WCCO-TV from children responding to the plaintive admission.

NBC Radio's Brussels Teams Set

A team of six commentators, producers and reporters, headed by Jerry Danzig, vice president in charge of NBC Radio programs, are to cover advance preparations and opening day events of the Brussels World Fair. Assisting Mr. Danzig will be commentator Ben Grauer; Leif Eid, NBC Paris bureau chief; Dick Jennings, assistant managing editor of *Monitor;* Sarah Palfrey, former U. S. national tennis champion, and Melanie Cahane, interior designer. The unit will set up facilities for broadcasts on the network's *Monitor* and *Nightline* programs. A second unit, headed by Al Capstaff, executive producer of *Monitor,* will succeed the first after the fair's opening.

Science for Breakfast Success On WBKB (TV); May Go Network

Science and public service can be as palatable as toast and jam at 7 in the morning, judging by response to WBKB (TV) Chicago's new *Science 58* series lanuched last Monday. The response has been so favorable, in fact, that ABC-TV officials are considering the program as a possible network property.

The network o&o station reported last week that since it first offered a free syllabus on the 13-week series late in February, it has been swamped with 11,000 requests.

The daily half-hour science program is produced in cooperation with the U. of Chicago, which is supplying some 40 professors and scientists as "talent." Designed to offer basic principles of science, the 13-week course covers such topics as atoms, energy, nuclear physics, mathematics, chemistry, life and growth and outer space.

Sterling C. Quinlan, vice president in charge of WBKB, reports the program is purposefully offered at an early hour to appeal to a limited audience—men and children—rather than housewives. Mr. Quinlan reportedly has had discussions with ABC-TV New York officials looking toward possibility of the series "going network." It's understood ABC-TV has asked WBKB to film a representative sample of programs for potential network use in later months.

KQV, KPHO See Silver Lining

An "Optimists' Club" and a "Business Is Good" campaign are being conducted by KQV Pittsburgh and KPHO-AM-TV Phoenix, respectively. KQV Station Manager Ralph Beaudin is banding Pittsburgh's optimists together to "accentuate the positive . . . put away the crying towels and talk of depression." He aired a message inviting listeners to join the club and announced that membership requires that each member "wear a smile, have no negative thoughts . . . get out and enjoy life."

Optimistic reports culled from local retailers, banks and businesses are broadcast each half-hour and mention the name of the organization supplying the information.

KPHO-AM-TV is conducting an on-air campaign to point up "the prevalent optimistic business trends in Phoenix. . . ." The question, "How's business?" is asked in 10-second IDs throughout the broadcast day and answered with information about employment, construction, retail sales, bank debits and postal receipts, etc. The campaign has elicited favorable comments from local businessmen, it is reported.

WKXL, WKNE in Legislature

WKXL Concord and WKNE Keene, affiliated New Hampshire stations, covered the state legislature during a special session this winter, marking the first time a New Hamp-

WOW!
All we said was
SEND a POSTCARD
WVET
We got more than 20,000 in 2 weeks as entries in our "1280 Jackpot" Contest. That's good pulling in any league, we think. Want to try us?
WVET
RADIO
ROCHESTER, N.Y.
Nat. Rep. THE BOLLING CO.

shire legislative session had been broadcast, according to a wire service report. Harry Kroyer of WKXL and WKNE's Frank Finning, news editors, handled coverage respectively in the Senate and the House of Representatives, providing commentary during the proceedings.

Title Fight Promoted by WCBS

WCBS New York is promoting CBS Radio's broadcast of the Carmen Basilio-Ray Robinson middleweight championship bout in Chicago tomorrow night (Tuesday) by sending replicas of admission tickets to the bout to more than 3,000 New York agency executives, officials of the Mennen Co., Miles Labs. (co-sponsors of the network broadcast) and editors, asking them to tune in to WCBS for "the fight of the year."

WINS Airs 'Voice in the Night'

WINS New York has begun programming readings of horror tales at midnight after an audience response of "over 3,000 cards and letters praising a test broadcast" in January.

Titled *Voice in the Night,* the program is heard Friday, Saturday and Sunday, beginning at midnight and running until the entire story has been read without interruption. Reading is done by Sydney Gross.

Grace Gets Gifts From WMGM

WMGM New York, in line with its policy to award gifts to new parents of babies born at 10:50 a.m. or p.m. (1050 is station's frequency), air-expressed its "Baby Club Award" to Princess Grace of Monaco after the birth of her son last week.

WABC Personalizes Daytime Shows

WABC New York has eliminated "the top 40" tunes to "personalize" its daytime programming. The ABN station, after one month of conducting "Operation 60,000," reported it is meeting with considerable advertiser success. In essence, "Operation 60,000" consists of polling 60,000 listeners each week—through Teen Age Survey Inc.—and finding out, by categories such as "high school students, male," the tops in pops preference according to personal tastes rather than group reaction. Since the first day of programming, mail count on such shows as Martin Block's *Make Believe Ballroom* has jumped 400%, WABC claims. Such advertisers as John Wanamaker in suburban New York reported a 15% increase in storm window unit sales as a direct result of the "new look" at WABC, the station reported.

WSAZ All Out for Ireland

Staffers of WSAZ Huntington, W. Va., celebrated St. Patrick's Day by prefixing "O" to their names. Disc jockey Pete "O'-Stenger" gave free theatre passes to the first 50 people with Irish names who came to the station that morning. Nothing but Irish music was programmed throughout March 17. Ireland's ambassador to the U. S., John J. Hearne, aired, via telephone, a greeting to WSAZ listeners.

LETTERS . . . THEY GET LETTERS

Fan mail provides a unique rating system on the *Perry Como Show*. And the customers who write are right insofar as the producers are concerned, with ratings a secondary consideration to the viewers' expressions of preferences in their letters.

This explanation of the "Como rating system" was offered by Bob Finkel, producer of the show, in an interview with BROADCASTING in New York. Mr. Finkel questioned the value of certain aspects of current rating services. He pointed out these systems give the number of viewers watching a show but fail to indicate which part of a program is liked or disliked; which performer viewers would like to see again, and which facets of the show they may or may not favor. Mr. Finkel acknowledged that American Research Bureau's new Arbitron may be able to point out which segments are less interesting by recording the tune-in and tune-out minute by minute, but claimed the technique used on the Como program is a proved formula.

Mr. Finkel explained the fan mail system in this way: if the accepted ratings indicate that 45 million people watch the show (which is a customary Nielsen estimate, according to Mr. Finkel) and the program receives its average 2,000 letters over a week's period, the producer can estimate that each letter represents the views of about 22,500 persons. Accordingly, whenever 200 letters in the same week express the same likes or dislikes about a certain element of the program, according to Mr. Finkel, a decision is made accordingly. Some examples:

For several years, Mr. Como has devoted a portion of his program to "The Letters" sequence, during which he sings a medley of tunes based on the letters he receives. This season, the opening of the program was changed from a quiet mood to a more lively pace, using the Lou Da Pron Dancers, because viewers expressed preference for it. Certain guest stars are brought back because fans want them. An outstanding example is "Snowflake," the white cockatoo, who was scheduled for one appearance but now is a regular member of the cast because letters keep pouring in with favorable comments about the bird. In general, Mr. Finkel said, the pace of the show has been stepped up in the past year in order to have Mr. Como appear even more relaxed, because viewers want him that way.

But, surprisingly, one sequence that won favorable response from tv critics, Mr. Finkel reported, was eliminated from the program because of viewers' reactions. For some time, the program featured an interlude in which Mr. Como spoke by telephone to his wife and other members of the family. His fans protested, claiming that this sequence was "intrusive" and challenged the prevailing conception of Mr. Como's strong belief in privacy in his family life. The stage-to-home conversations will still be used, on occasion, but conversation will skirt the Como's family life, concentrate on upcoming guest stars to generate viewer interest.

MESSRS. *Como and Finkel (l) check fan mail.*

WIBG Promotes Wearing of Green

WIBG Philadelphia sent agency executives and clients a bright green necktie with a shamrock pattern and "WIBG" sewn on it as part of the station's St. Patrick's Day promotion.

WEER, KTLN Promote With Dollars

Dollars were sold on the streets during promotions by WEER Warrenton, Va., and KTLN Denver. WEER posted its mobile unit on Main Street, Warrenton, from 1-1:45 p.m. March 10 and gave $2 for $1 bills containing the figures 1-5-7-0 (the station's frequency) in their serial numbers. More than 700 people reportedly lined up with eligible bills. The promotion was continued for seven hours at WEER's studios. It estimates the promotion cost $1,100. KTLN staffers exchanged dollar bills for 50 cents in downtown Denver. The station also aired serial numbers of bills. The listeners who had a buck matching the one announced could win $100-$1,000 by bringing it to KTLN within a time limit.

KNOB Turns On All-Jazz Format

A power boost (320 w to 3.5 kw), a frequency change (103.1 mc to 98 mc) and the initiation of an all-jazz format by KNOB Long Beach, Calif., was the occasion for the broadcast of a four-hour program from Hollywood March 9, reportedly featuring 60 top jazz stars. Prior to the show, d.j. Pat Henry hosted a three-hour salute from San Francisco featuring Bay Area jazzmen. The day of jazz festivities was wound up by *Theme Magazine's* hour-long (9-10 p.m. PST) capsuled history of jazz. To call attention to its frequency change, the station distributed cards with plastic knobs affixed

announcing that "Coming March 9, there'll be a new twist for the KNOB—and 10 times the power!" Auto bumper stickers proclaiming "Help Stamp Out Rock 'n' Roll" also were issued by the station.

WEMP to Originate Braves Games For 40-Station Radio Hookup

WEMP Milwaukee has been chosen for the sixth straight year to originate Milwaukee Braves baseball broadcasts for a 40-station regional network, it has been announced by Hugh Boice Jr., general manager of WEMP. Pre-season games started this month in Florida and the regular season runs from April through September, all contests under sponsorship by Miller Brewing Co., Clark Oil & Refining Co. (both through Mathisson & Assoc.) and P. Lorillard Co. (through Lennen & Newell).

Earl Gillespie, WEMP's sports director, is handling Braves play-by-play, assisted by Blaine Walsh, WTMJ announcer.

Games go to these Wisconsin stations: WHBY Appleton, WATW Ashland, WBEL Beloit, WGEZ Beloit, WCHF Chippewa Falls, WEAU Eau Claire, WBIZ Eau Claire, KFIZ Fond du Lac, WJPG Green Bay, WCLO Janesville, WKTY LaCrosse, WLDY Ladysmith, WISC Madison, WMAM Marinette, WDLB Marshfield, WIGM Medford, WTMJ Milwaukee, WNAM Neenah, WOSH Oshkosh, WPFP Park Falls, WSWW Platteville, WRDB Reedsburg, WPBT Rhinelander, WGMC Rice Lake, WPRE Prairie du Chien, WRCO Richland Center, WTCH Shawano, WHBL Sheboygan, WSPT Stevens Point, WDOR Sturgeon Bay, WDSM Superior, WAUX Waukesha, WDUX Waupaca, WOSA Wausau, WFHR Wisconsin Rapids, WWCF Baraboo and WLIN (FM) Merrill. Two out-of-state stations, WDHL Faribault, Minn., and WJMS Ironwood, Mich., also are carrying the WEMP-originated Braves schedule.

WABD (TV) Debuts 'Sillman Show'

Broadway producer Leonard Sillman stars on *The Leonard Sillman Show* (8:30-9 p.m. EST) Thursdays on WABD (TV) New York. Format of the program: Mr. Sillman guides a young performer through a song, dance or comedy routine, helping to polish delivery or sharpen style while demonstrating how young talent responds to professional direction. He will have a special guest —a known performer—whom Mr. Sillman has launched in show business. Mr. Sillman produced a half-dozen versions over the years of "New Faces" on Broadway.

No Credit for KTTV (TV) Judge

Anonymity has become the California rule for the legal profession, so far as tv is concerned. When KTTV (TV) Los Angeles introduced *Divorce Court* as a Wednesday, 9-10 p.m. series, the judge was portrayed by a recently retired Superior Court commissioner whose name was never mentioned on the air. The attorneys appearing in the simuated domestic relations court were also unidentified. The original *Divorce Court* judge, Superior Court Judge Elmer D. Doyle, withdrew from the role after the announcement of his participation in the program drew critical fire from the Los Angeles Bar Assn. Earlier, municipal court Judge Evelle Younger announced his retirement from the bench of *Traffic Court* on KABC-TV Los Angeles after a committee on judicial ethics of the Conference of California Judges had ruled his appearance unbecoming [PROGRAMS & PROMOTIONS, Feb. 17].

Edgar Allen Jones Jr., assistant dean of the UCLA Law School, succeeds Judge Younger on the program.

Stations Get Set for 'Adventure'

Television stations which buy Van Coevering Productions' new series of 26 quarter-hour *Adventure Out of Doors* programs are being offered a $50 bow-and-arrow set by Sport Lite Inc., Chicago-based distributor of the program. The unit includes a dozen arrows, quiver, arm guard and glove, with the offer based on the premise that archery is becoming more popular each season. Production of 26 segments has been completed and the series is being made available in both black and white and in color.

Highlights on WBAI (FM) Telephone

Listeners to WBAI (FM) New York now can find out what the day's program highlights will be by dialing Templeton 2-8040. The station does not promote the number generally but gives it out to those who write WABI on some matter. A pair of playback recording machines, which give the highlights, permits the number to handle 120 calls per hour.

Anti-Soviets at WIIC (TV) Show

An anti-Russian demonstration by Hungarian refugees and Americans of Hungarian origin resulted from WIIC (TV) Pittsburgh panel show discussion that included Andrei Ledovsky, counselor of the Soviet Embassy in Washington. The unrehearsed telecast is believed to be the first such program in which a Soviet official has participated. In the show, Mr. Ledovsky was questioned by newspapermen on Russian policy. Afterward, the counselor walked through silent pickets outside the station. The anti-Soviet faction carried banners reading "Freedom for Hungary" and "Remember, your duty is to lie."

KMGM-TV Offers 'Rating Roulette'

Advertising timebuyers throughout the country are being invited to play "Rating Roulette," by National Telefilm Assoc., for its station, KMGM-TV Minneapolis. Timebuyers are to estimate the total ratings gained by feature films carried on KMGM-TV during the March rating period of American Research Bureau, plus the total non-duplicated audience accumulated by the films. The first prize winner will win six bottles of champagne, a silver bucket and a dozen champagne glasses. Other winners get prizes with a champagne motif, a tie-in with NTA's "champagne" package of feature films.

LAS VEGAS "KLASSY" SAYS:

CONCENTR8
your message on an audience
CAPTIV8ED
by TOP CBS and local programs!
•
PENETR8
with 55,000 watts to
DOMIN8
a 103.1 percent satur8ed market
•
IN LAS VEGAS, NEV.
you'll appreci8 the value, once you've tried
Channel 8
KLAS-TV
LAS VEGAS NEVADA
CBS Television Network
Represented by WEED TELEVISION

ONE OF THE FIRST 100 MARKETS

WHBF
RADIO & TELEVISION
the station of marketing success in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

IT'S AN ILL WIND

Cal Druxman, KFJZ-TV Fort Worth merchandising director, turned a mishap into an advertising gimmick at the city's Fat Stock Show. Mr. Druxman had fallen from a ladder while putting up a sign in a grocery store in preparation for a KFJZ-TV merchandising party. With his leg in a plaster cast Mr. Druxman roamed the grounds of Fat Stock Show in a wheel-chair while displaying a poster reading, "Only KFJZ-TV will break a leg to merchandise your products."

NTA feels the contest will alert agency buyers to the value of non-duplicated audience figures and at the same time will bring KMGM-TV to their attention.

WOR Buys on Other Stations

WOR New York today (Monday) launches a four-week radio spot schedule on seven "neighborhood" radio stations in New York, Connecticut and New Jersey to attract suburban listeners looking for a new spot on their dial after the local daytime stations leave the air. On each of the stations used, all signing off at 6 p.m., WOR has bought the last commercial of their broadcast day, urging listeners to switch to 710 kc for programs to follow. Notes WOR General Manager-Vice President Robert J. Leder: "We buy space in newspapers, car cards and other printed media . . . we now feel that we should invest in our own medium particularly when it is on a non-competitive basis." The stations are WMTR Morristown and WCRV Washington—both New Jersey; WPAC Patchogue, WLNA Peekskill, WVIP Mt. Kisco, WNRC New Rochelle—all New York, and WNLK Norwalk, Conn.

CKVR-TV Listener Wins Auto

A misspelled name on an auto sticker was the clue in a contest by CKVR-TV Barrie, Ont., and a local used car dealer. The name on the sticker which the auto dealer put on cars he sold was deliberately misspelled by the CKVR-TV advertiser on one of the cars. The station aired announcements that the listener who noticed it and who challenged the driver would be given the vehicle. Although CKVR-TV broadcast clues to the auto's identity and vicinity, it took more than a week for the misspelled sticker to be spotted. The dealer attributes a greatly increased business to the promotion, CKVR-TV said.

NBC Spot Salesmen to Win Autos

The two radio and tv salesmen of NBC Spot Sales who register the most business during a five-week period ending March 31 each will be awarded a 1958 Corvette sports car in a current sales contest being run by the station representative.

KTTS-TV Contest Cuts Up Stars

A composite photograph of five stars from syndicated tv series on KTTS-TV Springfield, Mo., was featured in a contest during the station's fifth anniversary celebrations. Viewers who were able to identify the actors comprising the picture were awarded cash prizes. The face was composed of William Gargan's (*Martin Kane*) forehead, Jackie Gleason's (*Honeymooners*) eyes, Maxwell Reed's (*Capt. David Grief*) nose, Broderick Crawford's (*Highway Patrol*) chin and Duncan Renaldo's (*Cisco Kid*) shoulders.

MYSTERY STAR

Sponsors Leave 'Dick & Duchess'

CBS-TV's *Dick and the Duchess* (Sat. 8:30-9 p.m.), which had been scheduled to go off the air March 22, will continue on the network in a new time period—Friday, 7:30-8 p.m. The show's two sponsors—Mogen David Wine Co. and Helene Curtis Inc.—have canceled, effective March 22, but the network will carry re-runs of selected episodes in the series for at least eight weeks in the new time starting March 29. CBS-TV's *Leave It to Beaver* will move from Friday 7:30-8 p.m. to Wednesday 8-8:30 p.m. on March 26.

'It's in the Name' for WGN-TV

Studio contestants and viewers both form the nucleus of *It's in the Name*, a new audience participation show launched by WGN-TV Chicago March 20. They vie against each other, seeking to derive as many three or more letter words as possible from the name of a famous personality flashed on a screen during the show. They receive points based on the size of the different words they have reconstructed, excluding, proper nouns, foreign words, plurals, abbreviations, etc. The winner gets $1 a point and remains to face the challenger of the next of three rounds. The champion at the end of each telecast is asked to return and compete the following week (and the loser receives a shopping cart of various food products). The second part of the contest is for viewers and involves a scrambled word game for cash prizes. Product tie-in is achieved with the sponsor, National Tea Co., which bought program through Rutledge & Lilienfeld, Chicago.

BBDO Staffer Now 'Millionaire'

The San Francisco office of BBDO produced the winner of a KGEN Tulare, Calif., "Become a Millionaire" contest when Rula Wilkie submitted the nearest estimate of the number of advertisers the station had last year. Miss Wilkie submitted a guess of 273 (the actual total was 269) and received a week's expense-paid sojourn at the El Rancho Vegas Hotel, Las Vegas.

Popular WLEE D. J. Gets to Meet

A popularity poll was conducted by WLEE Richmond, Va., to decide which d.j. it would send to the first annual Pop Music Disc Jockey Convention [STATIONS, *March 17*] in Kansas City. George Prescott received the most votes from listeners and, with Program Director Bob DeBardelaben, visited the convention. The Greyhound Corp. sponsored the contest and supplied the transportation.

WNEW D.J. to Air From Fair

WNEW New York disc jockey Art Ford will broadcast his *Make Believe Ballroom* (Mon.-Sat. 10-11:30 a.m., 6-8 p.m. EST) direct from the Brussels World's Fair on opening day (April 17). The station has made special arrangements for studio space and a trans-Atlantic wire.

Model Explorer at WBT-WBTV (TV)

A working model of the Explorer satellite has been built by WBT-WBTV (TV) Charlotte engineer Thomas L. Stutts. The model revolves around an 18-inch globe of the world every 114 minutes, while the globe makes a complete turn every 24 hours. The stations have displayed the model in a local department store and bank and have scheduled exhibits in several cities in the Carolinas. High schools in North and South Carolina have made arrangements to bring classes to the stations' studios to see the model and hear lectures on satellites by WBT-WBTV engineers.

IN AKRON, O.
WAKR is 1st.
in Audience . . . in Coverage
Check HOOPER*- PULSE‡ or NIELSEN§
* Hooper, Oct. Thru Dec. 1957
‡ Pulse, Oct. 1957
§ Nielsen, NCS #2
Call BURKE-STUART CO., INC.
New York, Chicago, Detroit, Los Angeles
San Francisco
or KEN KEEGAN
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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Deane Uptegrove, executive vice president and creative director, H. B. Humphrey, Alley & Richards, N. Y. and Boston, elected president of board of directors. **Paul Field,** copy director, and **Harold Miller,** art director, were elected creative vice presidents. **Emmet Faison,** formerly with Procter & Gamble, appointed vice president of marketing.

Frank Brady, formerly ► in charge of account management and marketing divisions, Cohen & Aleshire, N. Y., since 1954, elected executive vice president and member of board.

Allen Duncan, news and public relations director, WJDM-TV Panama City, Fla., has resigned to open advertising and public relations agency, Allen Duncan Assoc. Inc., that city. **Evon Streetman,** art director WCTV (TV) Tallahassee, joins new agency in similar capacity.

◄ **Arthur W. Weil Jr.,** client service executive, Donahue & Coe, N. Y., elected vice president.

Lawrence D. Benedict, ► also Donahue & Coe client service executive, becomes vice president of agency.

◄ **Robert T. Nathe,** director of radio-tv commercial production, Doherty, Clifford, Steers & Shenfield, N. Y., and **Robert C. Kelly** and **Charles A. Winchester,** account executives, elected vice presidents of DCS&S.

Maxwell Arnold Jr., vice president of Guild, Bascom & Bonfigli, S. F., appointed copy chief.

Lawrence Kraft, account executive, Willard G. Gregory Adv., L. A., and **Melvin Sturgis,** chief of publications and advertising director of Wiancko Engineering Co., join Compton Adv., N. Y., as account supervisor and technical research director, respectively.

Ethel Cordner, Ogilvy, Benson & Mather, N. Y., and **Florine Robinson,** previously with Norman, Craig & Kummel and BBDO, both N. Y., to Reach, McClinton & Co., that city, as copy supervisor and copywriter, respectively.

Elizabeth Wardell, copy department staff, and **Joan Usoskin,** copywriter, promoted to copy supervisor and supervisor of radio and tv commercials, respectively, at Calkins & Holden, N. Y.

Jules Hack, manager of tv commercial department of Erwin Wasey, Ruthrauff & Ryan, L. A., to Young & Rubicam, that city, as creative supervisor of tv commercials. **Ray Wagner** of Y&R, L. A., transferred to agency's Hollywood office as supervisor of live commercial tv production, with emphasis on Chrysler and Imperial segments of *Climax*. **William R. Gibbs,** tv commercial production supervisor for Y&R, S. F., joins MGM April 7 as director of industrial and commercial films. **Ray Dietrich,** assistant to Mr. Gibbs, succeeds him.

Terry Galanoy, senior copywriter, Erwin Wasey, Ruthrauff & Ryan, to Dreyfus Co., L. A., as copy chief.

John L. Baldwin, account executive, Needham, Louis & Brorby, to Kenyon & Eckhardt, Chicago, as account executive.

Sherman Hoyt, Young & Rubicam, to BBDO, N. Y., as account executive.

A. J. Shepard, vice president and assistant to president, Grant Adv., Chicago, to Kenyon & Eckhardt, Detroit, as account executive.

Frank Ennis, BBDO, N. Y., to Norman, Craig & Kummel, that city, as account executive.

Phillip Katzev, drug account executive at BBDO, L. A. and N. Y., to Emil Mogul Co., N. Y., in similar capacity.

Robert W. Shull, sales promotion manager, A. G. Spalding & Bros., Chicopee, Mass., promoted to advertising and promotion manager, succeeding **Harry Amtmann,** resigned.

Charles Doepke, staff assistant to vice president in charge of sales, Fairbanks, Morse & Co., appointed advertising and public relations manager, effective April 1. He succeeds **Henry J. Barbour,** who remains as counselor on those activities.

Loyal E. Faunce, art director in New York office of Kenyon & Eckhardt, to agency's Los Angeles office in similar capacity.

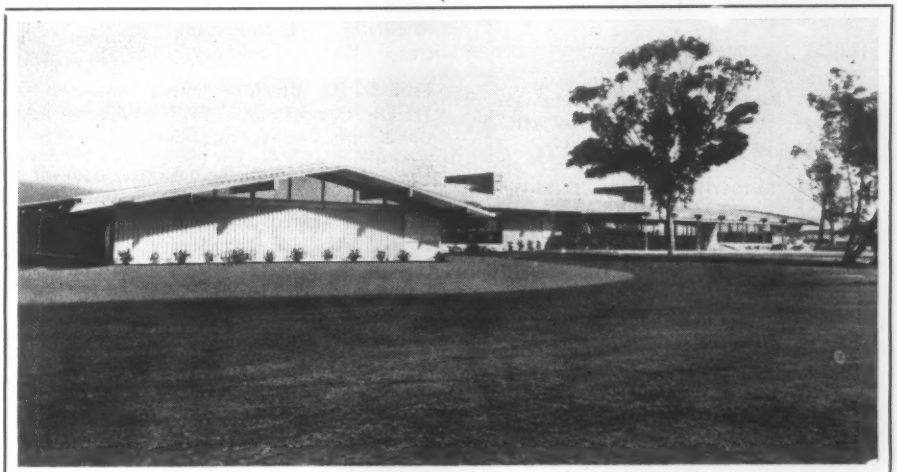
Leslie Gorman, formerly president of Gorman, Graves Inc., Chicago art studio, to Leo Burnett Co., as art director in collateral art department.

James V. Bowler, formerly with WPEN Philadelphia in various capacities, and **C. Derrick Dytatt,** previously sales manager of WGBI Scranton, Pa., to N. W. Ayer & Son, Philadelphia, research staff of media department.

Charles S. O'Donnell, 65, vice president of Erwin Wasey, Ruthrauff & Ryan, N. Y., died last month while vacationing in Jamaica, B.W.I. Mr. O'Donnell entered advertising agency field in 1924 with N. W. Ayer & Son and later served with J. M. Mathes and Geare-Marston Inc. before joining EWR&R last year.

FILM

Frank Stone, salesman in South for Screen Gems, N. Y., promoted to southern area manager. **Don Fuller,** formerly with ABC



LOS COYOTES COUNTRY CLUB • BELLEHURST, CALIFORNIA

BROADCASTING MAGAZINE GOLF TOURNAMENT APRIL 28 (Monday)

BROADCASTING's annual NAB golf tournament will be held April 28 (Monday) at the new Los Coyotes Country Club, approximately 30 minutes from downtown Los Angeles. This 18-hole, 6,655-yard course is a par 72 championship layout. The popular blind bogey handicap system (maximum handicap 30) will be used.

BROADCASTING will provide silver trophies to the low gross and low net winners. Several Los Angeles stations will donate other prizes (last year there were 27 individual prizes). Tee-off time 9 A. M.

Free bus leaves Biltmore Hotel at 8:30 A. M. Returns 3 P. M.

Buffet luncheon and 19th hole party given by BROADCASTING.

MAKE YOUR RESERVATIONS TODAY WITH YOUR NEAREST BROADCASTING OFFICE.

Film Syndication, to SG's southern area sales staff.

Jack Lemmon, eastern tv sales manager, Wilding Picture Productions, Chicago, promoted to eastern television manager, and **Arthur Wright,** director with Wilding, named New York production manager. Mr. Wright replaces **W. J. Morris,** resigned. **Joseph Morton** promoted to administrative assistant, sales, for Wilding Chicago office. In addition to his new duties, he will continue to supervise midwest tv production and sales in coordination with **Ted Wescott,** who has joined Wilding as midwest manager of sales.

Verne Behnke, formerly eastern sales manager for Motion Pictures for Television and CBS Film Sales, for past year on sales staff of KTLA (TV) Los Angeles, appointed manager of eastern operations for Regis Films, with headquarters at 595 Madison Ave. N. Y.

Fred R. Frank Jr., formerly with Ziv Tv, covering Florida area, joins Gross-Krasne, N. Y., sales force and will cover entire South.

Harry Wuest, Wilbur Streech Productions, N. Y., named executive producer.

John Russell, tv-movie actor, has signed long term contract with Warner Bros. His first assignment will be as star in new tv western series, as yet untitled, which Warner Bros. is preparing for broadcasting next season.

NETWORKS

Robert P. Engelke, formerly supervisor of NBC Sales Presentation Dept., to ABC-TV as manager of sales development.

Cy Mann, formerly executive producer of sports broadcasts for William Esty Co., N. Y., named director of sports for Mutual, replacing **Norman Baer,** resigned.

Robert L. (Bud) Swats Jr., account executive for Time Inc. and *Life* magazine, named manager of Detroit office, CBS-TV network sales.

John K. West, vice president of NBC's Western Div., married **Mari Wilcox** March 14.

STATIONS

Sam Elman, general manager, WATR-AM-TV Waterbury, Conn., elected to his third consecutive term as president of Connecticut State Network (WSTC Stamford, WNAB Bridgeport, WNHC New Haven, WTOR Torrington, WHAY New Britain, WICH Norwich and WATR). **Charles Bell,** WHAY, elected vice president of network.

Robert G. Magee, vice president-general manager, WHUM Reading, Pa., elected president of Eastern Radio Corp., owners of WHUM, succeeding **Paul A. Flickinger,** prominent local hotel operator, who becomes secretary-treasurer.

Byron Millenson, sales manager, WCAO Baltimore, promoted to vice president of Plough Broadcasting Co. and general manager of WCAO.

Victor E. Carmichael, vice president in charge of sales and member of board of directors, KWK St. Louis, named vice president and general manager of KWK.

Paul J. Haller, managing director, WELL Battle Creek, Mich., takes on additional duties as vice president of Southern Michigan Broadcasting Corp., Knorr subsidiary.

Francis T. Breslin, general manager of WEOK Poughkeepsie, N. Y., takes on additional duties as vice president.

Donald P. Campbell, national sales manager, Storer Broadcasting Co. Stations, N. Y., has been named administrative assistant to **E. K. Jett,** vice president and director of television for WMAR-TV Baltimore and Baltimore Sunpapers.

Alfred B. Berry, formerly RKO executive in charge of studio relations in Hollywood, joins WGMS Washington, RKO Teleradio Pictures station, as general manager.

George A. Bron, vice president and general manager of KDAY Santa Monica, Calif., has joined KFMU (FM) Glendale, Calif., as general manager and director of sales.

Dave Button named general manager and program director of KMIN Grants, N. M. Other appointments include **Dick Miner** to commercial manager; **Glen G. Mills,** chief engineer and sports editor; **Engena Linton,** continuity chief, and **LaDonna Long,** traffic manager.

Vern A. Milton, chief engineer, KSDO San Diego, named station manager.

Rex W. Parnell, station manager, WTHR Panama City, Fla., joins KGHI Little Rock, Ark., as station manager.

Robert Lynch named station manager and chief engineer of WKTX Atlantic Beach, Fla. Other appointments include **Bernie Adams** as program director; **Charles Brigham,** commercial manager; **Tommy Carroll,** director of music and chief announcer, and **Nellie Lynch,** continuity director.

John D. Kelly, national sales manager, WVUE (TV) Wilmington, Del., to WINS New York as sales manager.

Jack Weldon, radio veteran and also formerly with Associated Press, joins WSUN St. Petersburg, Fla., as sales manager. **Leo Ribitski,** program manager, WNAO-TV Raleigh, N. C., to WSUN-TV as program manager.

Paul H. Little, engaged in food and restaurant advertising in San Francisco, joins KAFE (FM) Oakland, Calif., as sales manager.

Erwin Needles, partner, Julian Gross & Assoc., Hartford, Conn., resigns to join WKNB that city as sales manager.

Al Stone, program manager, WCSC Charleston, S. C., promoted to assistant national sales manager. He is succeeded by **Phil Sutterfield,** nationally known sportscaster.

Johnny Speciale, commercial manager-sports director, WFMD Frederick, Md., to KCSB San Bernardino, Calif., as local sales manager.

Herbert E. Buck, Jr., director of operations, WWTB Tampa, Fla., to KRSD-TV Rapid City, S. D., as operational manager.

Don Courtnay, chief announcer, KIRO Seattle, Wash., named production manager and **Pat Hayes,** pacific northwest sportscaster, becomes director of news, sports and special events for KIRO.

Frank G. King, broadcasting sales veteran, joins KTVU (TV) Oakland, Calif., as director of national sales.

Harry W. Moore, Jr., salesman, WTAR Norfolk, Va., promoted to director of sales development. **Jack B. Prince,** WGH Norfolk, joins WTAR as salesman.

Ed Bryant, WITH Baltimore, to WHAM Rochester, N. Y., as program director.

Don Hughes, news director of KIOA Des Moines, Iowa, broadens duties to include supervision of news operation of KAKC Tulsa, Okla., both owned and operated by Public Radio Corp.

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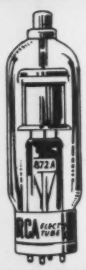

IMMEDIATE DELIVERY ON
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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 404-page 1958 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

Edgar S. Wood, newscaster, WLWC (TV) Columbus, Ohio, named director of news and public affairs.

Rod Belcher, news-sportscaster of KOL Seattle, named news editor of KTNT-TV Tacoma, both Washington.

David H. Polinger, formerly general manager of WAPA-TV San Juan, P. R., to WABC-TV New York as sales account executive.

Don Bowen, merchandising representative, WXIX (TV) Milwaukee, promoted to account executive; **Dan Verbest** from production and continuity to merchandising representative, and **Sidney Plotkin,** formerly with Kling Film Studios, WISN-AM-TV Milwaukee and ABC-TV, appointed producer-director at WXIX.

Ed Fleming, reporter-newscaster at WPIX (TV) New York, to KNXT (TV) Los Angeles, replacing **Clete Roberts** on *Six O'Clock Report* and *The Big News* late in May. Mr. Roberts, leaving KNXT at termination of his three-year contract, plans to travel abroad, shooting newsfilm for syndicated tv release.

Robert J. McAndrews, vice president, KBIG Santa Catalina, Calif., has been elected president of Catholic Press Council of Southern California for 1958.

Walter H. Stamper, commercial manager, WAPO Chattanooga, Tenn., elected President of local Sales Executives Club.

REPRESENTATIVES

Thomas V. Cinquina, midwest manager, Forjoe & Co., joins John Blair & Co., Chicago, as account executive.

MANUFACTURING

K. B. Wolfe, retired lieutenant general in Air Force, and **Art Linkletter,** radio-tv star, named to board of directors of Cohu Electronics.

James V. Roughan, vice president and general manager, Price Electric Corp., elected president.

George W. Chane, eastern district manager, Management Services Div., Ernst & Ernst, New York management consultant since 1942, to RCA, as vice president, management engineering, effective May 1.

H. C. Edgar, formerly manager, overseas procurement, RCA International Sales, to newly-created position of manager, distribution and sales for division. **Norman Caplan,** formerly manager, mobile product department, Bendix Aviation Corp., to RCA as manager, communications products department telecommunications division.

J. Joseph Spelman, sales manager of industrial products, Stromberg-Carlson, to Sylvania Home Electronics (division of Sylvania Electric Products) as Pittsburgh district sales manager.

PROFESSIONAL SERVICES

Edgar H. Twamley, formerly manager of WOC Davenport, Iowa, and WBEN Buffalo, N. Y., joins Paul H. Chapman Co. as western representative. He will have charge of firm's new Santa Barbara, Calif., office.

◄ **Douglas B. Kahle,** formerly owner of KWG Stockton, Calif., and KWIN Ashland, Ore., to Allen Kander & Co., station broker, as Pacific Coast representative.

PROGRAM SERVICES

Edward Truman and **Keith Reynolds** have opened California Recorders at 6351 Selma Ave., Hollywood, as recording studio specializing in small group work, commercials and demonstration records. Company has facilities for complete program editing and for auditing tape and reference records. Firm is west coast agent for Chappell's taped music library.

George Avakian, director of popular albums, Columbia Records division, CBS Inc., has resigned after 18 years to join Pacific Enterprises Inc., in which Mr. Avakian has acquired "substantial interest." Pacific Enterprises, headquartered in Hollywood, produces World Pacific records, new label.

George Sherlock, record and artist promoter in Hollywood, joins Capitol Records national promotion staff. He will coordinate tie-ins between motion picture studios and radio and tv networks.

GOVERNMENT

Leonard H. Marks, Washington communications attorney, leaves for India March 27 under auspices of State Dept. Mr. Marks, one-time assistant general counsel of FCC, for last decade partner in law firm of Cohn & Marks and now serving as first vice president of Federal Communications Bar Assn., will lecture before Indian legal audiences on U. S. constitutional and administrative law. He is traveling with federal District Judge **Stephen Chandler** of Oklahoma City. Itinerary includes New Delhi, Calcutta and Bombay. Mr. Marks will return to Washington May 10.

EDUCATION

Edwin Cohen, supervisor of National Education Television Film Service and Audio-Visual Center associate, joins Educational Television and Radio Center, Ann Arbor, Mich., program staff on April 1.

TRADE ASSNS.

Robert H. Alter, with Radio Advertising Bureau national sales staff since October 1957, has been promoted to regional sales manager. Mr. Alter replaces **John T. Curry,** who resigned to become account executive with Grey Adv., N. Y. **Robert V. Coppinger,** formerly account executive with General Outdoor Advertising Co., N. Y., to RAB's national sales staff.

Mary Pearl, director of home economics for Heublein Inc.'s food division, elected president of American Women in Radio & Television, New England chapter. Mrs. Pearl has conducted her own radio program, *Recipe Neighbors,* on Connecticut stations since 1951. Show is sponsored by Maltex Co., division of Heublein.

INTERNATIONAL

J. R. Grisenthwaite, production manager of CKCK Regina, Sask., named retail sales manager. **R. K. Macdonald** succeeds him as production manager.

Jack Kane, Toronto star of CBC tv network show *The Music Makers '58,* to musical director of NBC Sunday evening summer tv network *Steve Lawrence-Eydie Gorme Show.*

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ASK H-R ABOUT KEL-O-LAND

Station Authorizations, Applications

As Compiled by BROADCASTING

March 13 through March 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Utica, N. Y.—Malco Theatres Inc.—Granted uhf ch. 54 (710-716 mc); ERP 25.7 kw vis., 13.8 kw aur.; ant. height above average terrain -167 ft., above ground 223 ft. Estimated construction cost $111,597, first year operating cost $140,000, revenue $155,000. P. O. address Box 2853, Memphis, Tenn. Studio location Utica. Trans. location Oneida County. Geographic coordinates 43° 06′ 06″ N. Lat., 75° 13′ 42″ W. Long. Trans.-ant. RCA. Legal counsel Haley, Wollenberg & Kenehan, Washington, D. C. Consulting engineer William L. Foss Inc., Washington, D. C. Malco Theatres Inc., theatre interests and former owner **WEHT (TV) Henderson, Ky.**, and **WEOA (TV) Evansville, Ind.**, will be sole owner. Announced Mar. 13.

APPLICATION

Pocatello, Idaho—KBLI Inc., vhf ch. 6 (82-88 mc); ERP 12.66 kw vis., 6.33 kw aur.; ant. height above average terrain 5897.25 ft., above ground 133 ft. Estimated construction cost $150,000, first year operating cost $227,000, revenue $240,000. P. O. address Box 192, Blackfoot, Idaho. Studio location 1235 N. Main St., Pocatello. Trans. location mountain peak 3.5 miles w. of Pocatello. Geographic coordinates 42° 52′ 26″ N. Lat., 112° 30′ 47″ W. Long. Trans. RCA, ant. RCA. Legal counsel Robert W. Hughes, 2121 South State St., Salt Lake City. Consulting engineer Edward D. Johnson, Salt Lake City. Owners are **Granite District Radio Bcstg. Co.** (70%) and others. Granite District is licensee of **KNAK Salt Lake City** and **KBLI Blackfoot, Idaho.** Announced Mar. 19.

Translators

ACTIONS BY FCC

W.H.D.L. Inc., Olean, N. Y.—Granted cp for new tv translator station on ch. 70 to translate programs of **WBUF-TV** (ch. 17) **Buffalo.** Announced Mar. 13.

Conewango Valley Tv Inc., North Warren, Pa.—Granted cp for new tv translator station on ch. 70 to translate programs of **WGR-TV** (ch. 2) **Buffalo, N. Y.** Announced Mar. 13.

New Am Stations

ACTION BY FCC

Sebring, Fla.—George W. Fee and **Claude C. Tillman Jr.** d/b as **Radio Sebring**—Granted 1340 kc, 250 w unl. P. O. address % Mr. Fee, 809 W. River Dr., Tampa, Fla. Estimated construction cost $8,200, first year operating cost $36,000, revenue $42,000. Mr. Tillman, 50% owner of **WARN Fort Pierce, Fla.**, and Mr. Fee, sales manager, **WALT Tampa,** will be equal partners. Announced Mar. 13.

APPLICATIONS

Oxnard, Calif.—Wilson Bcstg. Co., 1370 kc, 1 kw unl. P. O. address 1530 Roble Dr., Santa Barbara, Calif. Estimated construction cost $33,261, first year operating cost $50,000, revenue $60,000. **William H.** and **Shirley Ann Wilson** each own 50%. They are in retail furniture and appliances, etc. Announced Mar. 19.

Truckee, Calif.—Truckee Bcstg., 1270 kc, 500 w D. P. O. address 127 Montgomery St., San Francisco, Calif. Estimated construction cost $25,700, first year operating cost $35,000, revenue $45,000. Owners are **Joseph W. Rupley** and **Robert Sherman** (each 50%). Mr. Rupley is regional director, **U. S. Bureau of Budget,** and financial editor for various newspapers. Mr. Sherman, associated with many phases of broadcasting over 20-year period, is presently engaged in development of new radio stations. Announced Mar. 19.

Knoxville, Iowa—Grinnell Bcstg. Corp., 1320 kc, 500 w D. P. O. address Ralph J. Bitzer, 298 Arcade Bldg., St. Louis, Mo. Estimated construction cost $16,639, first year operating cost $36,000, revenue $42,000. Applicant also owns **KGRN Grinnell, Iowa.** Announced Mar. 18.

Franklin, La.—Lionel B. De Ville, 1390 kc, 500 w D. P. O. address Box 405, Ville Platte, La. Estimated construction cost $19,568, first year operating cost $25,000, revenue $36,000. Sole owner De Ville, has 15% interest in **KVPI Ville Platte, La.** Announced Mar. 19.

Calais, Me.—St. Croix Bcstg. Co., 1230 kc, 250 w unl. P. O. address 69 South Pleasant St, Amherst, Mass. Estimated construction cost $14,152, first year operating cost $30,000, revenue $32,000. **Robert D. Hawley** and **Wesley J. Wentworth,** both **Amherst** bank-directors, each own 50%. Announced Mar. 17.

Ishpeming, Mich.—Tri-Cities Bcstrs. Inc., 970 kc, 5 kw D. P. O. address Box 577, Keeseville, N. Y. Estimated construction cost $28,914, first year operating cost $40,000, revenue $60,000. Owners are **Raymond G.** and **Joyce D. Blomquist** (50% each). Mr. and Mrs. Blomquist are in hotel management. Announced Mar. 19.

Minneapolis, Minn.—Minn. Radio Co., 1550 kc, 10 kw D. P. O. address Box 736, Minneapolis 1, Minn. Estimated construction cost $59,477, first year operating cost $115,000, revenue $140,000. **Joe Gratz,** sole owner, has been tv-radio director, **Warwick & Legler.** Announced Mar. 13.

Price, Utah—Inland Empire Bcstg. Co., 620 kc, 1 kw D. P. O. address 6675 Highland Dr., Salt Lake City. Estimated construction cost $16,975, first year operating cost $30,000, revenue $32,000. **Lawrence J. Miner,** sole owner, with his wife owns 8.9% of **Granite District Bcstg. Co.,** licensee

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STARS AND STATIONS • Re-entry of Mary Pickford-Charles (Buddy) Rogers in broadcasting business through purchase of KFBI Wichita for $450,000 (see page 86) understood to mark beginning of project by couple toward acquisition of additional radio and television properties. Mr. and Mrs. Rogers formerly held one-third interest in ch. 12 WSJS-TV Winston-Salem but disposed of it to principal owners, Piedmont Publishing Co. (Gordon Gray interests) several months ago.

•

KFBI acquisition by Mr. and Mrs. Rogers is in tempo with trend of Hollywood personalities in acquiring broadcast properties. First of celebrities to become multiple station owner was Gene Autry (KOOL-AM-TV Phoenix; KOPO-AM-TV Tucson: KMPC Los Angeles and KSFO San Francisco). Others with substantial interests now include Bing Crosby (principally ch. 13 KCOP Los Angeles); Bob Hope (minority interest in KOA-AM-TV Denver) and Frank Sinatra (KJR Seattle, KXL Portland, Ore.; KNEW Spokane).

BROADCASTING *March 10, 1958*

EASTERN	CENTRAL	MIDWEST	SOUTH	SOUTHWEST	WEST
WASHINGTON, D. C.	CLEVELAND	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	Jack L. Barton	Dewitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N. W.	2414 Terminal Tower	Tribune Tower	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	JA 3-3431	RI 8-1175	EX 2-5671

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of **KNAK Salt Lake City** and **KBLI Blackfoot, Idaho.** Announced Mar. 19.

Existing Am Stations

APPLICATIONS

WTYM East Longmeadow, Mass.—Mod. of license to change station location to Springfield, Mass. Announced Mar. 13.

WGIV Charlotte, N. C.—Cp to change hours of operation to unl. using power of 1 kw N-D; install directional ant. for nighttime use; make changes in ground system; change ant.-trans. location and install new trans. Announced Mar. 14.

WFBG Altoona, Pa.—Cp to change frequency from 1340 kc to 1290 kc, increase power from 250 w unl. to 1 kw—5 kw—Local Sunset, install directional ant. N-D (DA-2); change ant.-trans. location, make changes in ground system and install new trans. Announced Mar. 17.

New Fm Stations

ACTIONS BY FCC

Fresno, Calif.—John H. Poole—Granted 99.5 mc, 17.5 kw unl. P. O. address 2515 East Coast Highway, Corona del Mar, Calif. Estimated construction cost $24,000, first year operating cost $12,000, revenue $10,000. Sole owner Poole is licensee of **KBIG Avalon,** 49% owner of **KBIF Fresno** and holds cps for **KBIC-TV Los Angeles** and **KBID-TV Fresno,** all **California.** Announced Mar. 13.

Frederick, Md.—Monocacy Bcstg. Co.—Granted 99.9 mc, 2.12 kw unl. P. O. address 1 West 7th St., Frederick, Md. Estimated construction cost $17,600, first year operating cost $4,500, revenue included with am station. **Laurence Leonard,** sole owner, also owns **WFMD Frederick.** Announced Mar. 13.

Akron, Ohio—Akron Bcstg. Corp.—Granted 96.5 mc, 14.5 kw unl. P. O. address Palace Theatre Arcade, 41 South Main St., Akron. Estimated construction cost $17,770, first year operating cost $5,000, revenue $6,000. Ownership same as that of **WCUE Akron. Edwin Elliot** (60%) also is director of **WICE Providence, R. I.** Announced Mar. 13.

APPLICATIONS

Sacramento, Calif.—KROY Inc., 94.5 mc, 18.2 kw unl. P. O. address 1010 11th St., Sacramento. Estimated construction cost $20,244, first year operating cost $3,000, revenue not included in present plans. Applicant is licensee of **KROY Sacramento.** Announced Mar. 13.

San Francisco, Calif.—Fay M. and **Grant R. Wrathall,** 107.7 mc, 9.55 kw unl. P. O. address Box 126, Oakland, Calif. Estimated construction cost $16,000, first year operating cost $18,000, revenue $20,000. Mr. and Mrs. Wrathall (each 50%) also own 52% of **KSAY San Francisco.** Announced Mar. 19.

Santa Monica, Calif.—Santa Monica Bcstg. Co., 103.1 mc, 1 kw unl. P. O. address 1540 3rd St., Santa Monica. Estimated construction cost $19,342, first year operating cost $32,000, revenue $35,000. Owners are **J. D.** and **C. D. Funk** (each 50%), who also have interest in **KOWL Santa Monica** (12½% each). Announced Mar. 18.

Hartford, Conn.—General Bcstg. Inc., 93.7 mc, 18.2 kw unl. P. O. address 1 S. Main St., W. Hartford. Estimated construction cost included in agreement with **Concert Network,** first year operating cost $22,800, revenue $24,000. Owners are **Maxwell M.** and **Samuel Gubin** (34 and 33%, respectively) and **Robert B. Goldenhill** (33%). Maxwell Gubin is in hi-fi sales and service. Samuel Gubin is employe of aircraft manufacturer. Mr. Goldenhill is chemical company sales agent. Announced Mar. 13.

Baltimore, Md.—Belvedere Bcstg. Corp., 107.9 mc, 10.95 kw unl. P. O. address 1119 North Charles St., Baltimore. Estimated construction cost $8,500, first year operating cost and revenue absorbed in am operation. Applicant also owns and operates **WWIN Baltimore.** Announced Mar. 17.

Haverhill, Mass.—WHAV Bcstg. Co. Inc., 92.5 mc, 20 kw unl. P. O. address 30 How St., Haverhill. Estimated construction cost $13,795, first year operating cost $2,000, revenue $5,000. Applicant is also licensee of **WHAV Haverhill.** Announced Mar. 18.

Lincoln, Neb.—Herbert Burton, 92.1 mc, .321 kw unl. P. O. address 2400 Winthrop Rd., Lincoln. Estimated construction cost $6,153, first year operating cost $6,210, revenue $14,000. Sole owner Burton has classical music program on **KLMS Lincoln.** Announced Mar. 14.

Ownership Changes

ACTIONS BY FCC

KPAY Chico, Calif.—Granted assignment of license to **J. Ned Richardson;** consideration $144,000. Announced Mar. 13.

KMYR Denver, Colo.—Granted assignment of license to **Empire Bcstg, Inc. (Don W. Burden,** president, and other stockholders have interests in **KOIL Omaha, Neb.,** and **KWIK Pocatello, Idaho);** consideration $200,000 plus consideration of $201,450 for sub-let of trans. site and buildings for period of 10 years. Announced Mar. 19.

WAUC Wauchula, Fla.—Granted assignment of cp to **Hardee Bcstg. Co. (Robert S. Taylor** president); consideration $8,801. Announced Mar. 19.

WJDY Salisbury, Md.—Granted assignment of cp to **Norman M. Glenn** and **Hoyt Murphy,** d/b as **Salisbury Bcstg. Co.;** consideration $13,058 for one-half interest. Announced Mar. 19.

WMOO Milford, Mass.—Granted transfer of control from **James W. Miller,** et al., to **David M. Myers;** consideration $12,500 and assignment to transferors of stock in **Marlboro-Hudson Bcstg. Corp.,** applicant for new am station at **Marlboro, Mass.,** owned by Mr. Myers. Announced Mar. 13.

WMAG Forest, Miss.—Granted acquisition of positive control by **R. E. Hook** (now 45% interest) through purchase of additional 45% interest from **W. E. Farrar;** consideration $30,000. Announced Mar. 13.

WHIM Providence, R. I.—Granted transfer of control from **Richard D. Buckley** and **John B. Jaeger** to **James P. Haney** and **Janice D. Buckley,** trustees, and **Richard H. Gerken;** involves transfer without consideration of 517 shares of Buckley stock into trusts for children, and sale of 150 shares by Mr. Buckley and 50 shares by Mr. Jaeger to Mr. Gerken for $12,000. Announced Mar. 19.

KJR Seattle, Wash.; KXL Portland, Ore.; KNEW Spokane, Wash.—Granted transfer of control from **Lincoln** and **Sylvia Dellar** and **Lester M.** and **Virginia L. Smith** to **Essex Productions Inc.** (owned and controlled by **Frank Sinatra);** consideration $2,000,000.

WMAM, WMBV-TV (ch. 11) **Marinette, Wis.**—Granted transfer of control from **William Walker,** et al., to **Evening Telegram Co.** (55%), **Norman M. Postles** (10%), and **Walter C. Bridges** (10%); consideration $211,764 for 75% interest. **(Morgan Murphy,** president of Evening Telegram Co., has interest in **WEBC Duluth, WMFG Hibbing** and **WHLB Virginia,** all **Minnesota; WEAU-AM-FM-TV Eau Clair,** and **WISC-AM-FM-TV Madison, Wis.,** and **KVOL Lafayette, La.** Mr. Bridges has interest in WFBC, WMFG, WHLB, WEAU; also **WJMC-AM-FM Rice Lake, Wis.,** and **WHSM Hayward, Wis.)** Announced Mar. 19.

WOSA Wausau, Wis.; WLIN (FM) Merrill, Wis.—Granted assignment of licenses from **Alvin E. O'Konski** (congressman) to **Wisconsin Valley Tv Corp.;** consideration $225,100; conditioned that **Antigo Bcstg. Co.** (stockholder in the assignee)

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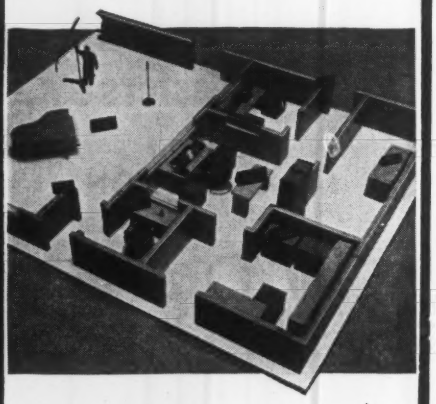

The plan above is one of three basic radio station designs, for new or modernized stations, now available from RCA. It approaches the ultimate for a larger type of radio station. Spacious studio area is incorporated in this plan, with area for other operational requirements; the transmitter would be located in its own building. By considering each plan individually, you can suit your special needs exactly.

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through Feb. 28

	AM	FM	TV
LICENSED (all on air)	3,170	520	400[1]
CPs ON AIR (new stations)	52	20	108[2]
CPs NOT ON AIR (new stations)	85	64	107
TOTAL AUTHORIZED STATIONS	3,307	604	659
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	42	75
APPLICATIONS FOR NEW STATIONS (in hearing)	115	11	54
TOTAL APPLICATIONS FOR NEW STATIONS	521	53	129
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	237	26	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	273	26	54
LICENSES DELETED	0	0	0
CPs DELETED	2	1	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Mar. 19

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,170	57	86	536
FM	520	20	72	65
TV (Commercial)	400[1]	108[2]	108	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Mar. 19

	VHF	UHF	TOTAL
COMMERCIAL	423	85	508[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

and its officers, directors, and stockholders divest themselves of all interest and association in Wisconsin Valley Tv Corp. and latter dispose of am station **WSAU Wausau**, prior to consummation of WOSA assignment. Assignee also operates **WSAU-TV Wausau**, and its officials have interest in **WFHR-AM-FM Wisconsin Rapids**, and **WATK Antigo**. Announced Mar. 13.

APPLICATIONS

WOWL-TV Florence, Ala.—Seeks transfer of negative control of permittee corporation (**Tv Muscle Shoals Inc.**) from **James B. Gumbill** and **George W. McBurney** to **John Thompson**, who is buying 12½% for $25,000. If he and his step-son, **Richard B. Biddle**, vote in unison, they will have negative control. Mr. Thompson is composer of piano teaching material. Announced Mar. 13.

KLRA Little Rock, Ark.—Seeks assignment of license from **WTCR Inc.** to **KLRA Inc.** for $182,500. New owners are **Leonard Coe** (51%) and others. Mr. Coe until recently was 12% owner of **KVLC Little Rock**. Announced Mar. 13.

KIDD Monterey, Calif.—Seeks assignment of license from **Pacific Ventures Inc.** to **Monterey Peninsula Bcstrs.** for $185,000. **Robert K.** and **Julie I. Sherry**, free lance tv-radio personalities, are sole stock subscribers, with 10% apiece. They are also creditors of applicant. Announced Mar. 13.

WGTO Cypress Gardens, Fla.—Seeks assignment of license and cp from **KWK Inc.** to **KSTP Inc.** for $175,000. New owner's broadcast holdings: **KSTP-AM-TV St. Paul, Minn.**; **KOB-AM-TV Albuquerque, N. M.**, and 23% of corporation which is licensee of **KWK-AM-TV St. Louis, Mo.**, and **WGTO**. Announced Mar. 13.

WGPC Albany, Ga.—Seeks assignment of license from **J. W. Woodruff** and **J. W. Woodruff Jr., d/b as Albany Bcstg. Co.** to **Albany Bcstg. Co.** for $62,000. New owners are **J. W. Woodruff Jr.** (60%) and **L. M. George** (40%). Mr. Woodruff owns 30% of **WRBL-AM-FM-TV Columbus, Ga.** Mr. George has been station manager of WGPC. Announced Mar. 13.

KFBI Wichita, Kan.—Seeks assignment of license from **KFBI Inc.** to **Jayhawk Bcstg. Corp.** for $450,000, subject to adjustments. New owners are Mary Pickford Rogers and Charles Buddy Rogers, who also share a one-third interest in **WSJS-TV Winston-Salem, N. C.** Announced Mar. 17.

WPOR Portland, Me.—Seeks assignment of license from **Oliver Bcstg. Co.** to **Hildreth Bcstg. Co.** for $105,000. New owner is subsidiary of **Community Bcstg. Service** which is licensee of **WABI Bangor** and owns 100% of **WABI-TV Bangor** and corporation which is majority stockholder of **WAGM-AM-TV Presque Isle** and **WARM Houlton**, all **Maine**. Announced Mar. 13.

KRGV-AM-TV Weslaco, Tex.—Seeks transfer

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of control of licensee corporation (**KRGV TV Inc.**) from **O. L. Taylor** to **LBJ Co.** which increases ownership from 50 to 100% for $100,000. **LBJ Co., Mrs. Lyndon B. Johnson** president and major stockholder, also owns **KTBC-AM-TV** Austin and 29% of **KWTX-TV Waco,** which owns **KBTX-TV** Bryan, all Texas. Announced Mar. 19.

KENY Bellingham-Ferndale, Wash.—Seeks assignment of cp from **Donald T. Haveman, Jules Cohen** and **Sylvia D. Kessler, d/b as Whatcom County Bcstrs.** to **Whatcom County Bcstrs. Inc.** Corporate change. No control change. Announced Mar. 17.

KUJ Walla Walla, Wash.—Seeks assignment of license from **KUJ Inc.** to **Emmerson Bcstrs. Inc.** for $130,000. New owners are **Vernon W.** and **Edna Emmerson.** Mr. and Mrs. Emmerson own 51% of **KENL Arcata, Calif.** Announced Mar. 13.

KTHE Thermopolis, Wyo.—Seeks assignment of license from **Thermopolis Bcstg. Co. Inc.** to **Big Horn Basin Bcstg Co. Inc.** No consideration; assignment involves license only. New ownership is divided among five local people who have no other broadcast interests. Announced Mar. 13.

FINAL DECISION

By decision of Mar. 12, Commission dismissed protest by **Mid-Florida Radio Corp.** (WLOF) **Orlando, Fla.,** and affirmed Feb. 6, 1957 grant of application of **Telrad Inc.,** for mod. of cp of **WESH-TV (ch. 2) Daytona Beach, Fla.,** to move trans. to a site about 25 miles from Daytona Beach in direction of Orlando and increase ERP to 100 kw visual and 60.3 kw aural and ant. height to 940 ft.; dismissed as moot Telrad's petition for order to make grant final. Initial decision of Nov. 7, 1957 proposed to affirm grant.

INITIAL DECISION

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **J. E. Willis** for new am station to operate on 1410 kc, 1 kw, D, DA, in **Lafayette, Ind.,** with engineering condition, and denying competing application of **Crawfordsville Bcstrs Inc.,** for similar facility in **Crawfordsville, Ind.** Announced Mar. 19.

OTHER ACTIONS

By order of Mar. 19, on petition by **Alvarado Tv Co. Inc. (KOAT-TV** ch. 7) **Albuquerque, N. M.,** postponed oral argument from Mar. 24 to date to be determined on economic issue in protest proceeding on application of **Video Independent Theatres Inc.,** for mod. of cp of **KVIT** (ch. 2) **Santa Fe,** to move trans. from 2.8 miles northwest of Santa Fe to **Sandia Crest,** about 14 miles northeast of Albuquerque, move main studio from present site of trans. to within Santa Fe, increase ERP from 0.324 kw to 28.2 kw, with aur. 14.4 kw, and make other equipment changes.

By memorandum opinion and order of Mar. 19, Commission denied petition by **Pierce Brooks Bcstg. Corp.** for reconsideration of Commission order designating for hearing its application to increase daytime power of **KGIL San Fernando, Calif.,** from 1 kw to 5 kw.

By memorandum opinion and order of Mar. 19, Commission granted petition by **Philip D. Jackson** to delete issue no. 3 in proceeding on his application for new am station (800 kc, 1 kw D) in **Weed, Calif.**

By separate memorandum opinion and order of Mar. 19, Commission granted joint motion of **Philip D. Jackson, Weed, Calif.,** and **K. C. Laurance, Medford, Ore.,** to dismiss various pleadings, not now necessary, in then consolidated hearing on their am applications.

By order, Commission granted motion by **Functional Music Inc.,** licensee of fm station **WFMF Chicago, Ill.,** insofar as it requests stay, as far as it is concerned, of Sec. 3.293 of rules requiring fm stations holding SCA to engage in functional music operations to conduct such operations on multiplex basis after Mar. 1 and extension of time for station to request waiver of such rule from Mar. 15 until 10 days after United States Court of Appeals rules upon WFMF's motion for preliminary injunction; denied motion in all other respects. Announced Mar. 14.

Commission on Mar. 12 directed preparation of document looking toward dismissing, at applicant's request, but with prejudice, application of **Port City Tv Co. Inc.,** for cp for new tv station to operate on ch. 18 in **Baton Rouge, La.** Initial decision of Nov. 1, 1957, proposed grant of cp.

L. E. U. Bcstg. Co.; Jet Bcstg. Co. Inc.; WERC Bcstg. Corp., Erie, Pa.—Designated for consolidated hearing applications for new tv stations to operate on ch. 66. Announced Mar. 13.

Herbert P. Michels, Auburn, N. Y.; Century Radio Corp., Baldwinsville, N. Y.—Designated for consolidated hearing applications for new am stations to operate on 1050 kc, 250 w D. Announced Mar. 13.

KPOS (FM) Seattle, Wash.—By letter, granted application for SCA to extent of authorizing functional music operation on multiplex basis, but denied petition for waiver of rules to permit simplexing. Announced Mar. 13.

By order of Mar. 12, Commission (1) granted petition by **Kermit F. Tracy** and dismissed without prejudice his application for new am station to operate on 1270 kc, 1 kw D, in **Fordyce, Ark.;** and (2) retained in hearing status application of **Jefferson County Bcstg. Co.** for new station on same frequency with 5 kw D, in **Pine Bluff, Ark.**

By order of Mar. 12, Commission denied petition by **National Bcstg. Co. (WAMP) Pittsburgh, Pa.,** to reopen record in proceeding on application of **Hocking Valley Bcstg. Corp.** to increase power of station **WHOK Lancaster, Ohio,** from 500 w to 1 kw, continuing operation on 1320 kc D.

By order of Mar. 12, Commission granted motion by **KDEN Bcstg. Co. (KDEN) Denver, Colo.,** and enlarged issues in proceeding on applications of **David M. Segal** and **Kenneth R.** and **Misha S. Prather** for new am station (1360 kc) in **Boulder, Colo.**

NARBA Notifications

CANADIAN

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941.

600 kc

CKCL Truro, N. S.—1 kw DA-1, U. Class III. Now in operation.

730 kc

CJNR Blind River, Ont.—1 kw DA-N, U. Class II. Assignment of call letters.

900 kc

CKJL St. Jerome, P. Q.—1 kw DA-1, U. Class II. Now in operation.

930 kc

Fort William, Ont.—5 kw DA-1, U. Class III. EIO 11-15-58. New.

North Bay, Ont.—1 kw ND, D. Class III. EIO 11-15-58. New.

1060 kc

Sillery, P. Q.—5 kw DA-1, U. Class II. EIO 11-15-58. New.

1090 kc

CHRS St. Jean, P. Q.—1 kw ND, D. Class II. NIO—assignment of call letters.

1230 kc

Campbellton, N. B.—0.10 kw ND, U. Class IV. Delete assignment. New.

1240 kc

Fredericton, N. B.—0.25 kw ND, U. Class IV. Delete assignment. New.

1340 kc

CFSL Weyburn, Sask.—0.25 kw ND, U. Class IV. NIO.

1350 kc

St. Georges, Nfld.—1 kw ND, U. Class III. Delete assignment. New.

1400 kc

CKSW Swift Current, Sask.—0.25 kw ND, U. Class IV. Now in operation.

1570 kc

CHUB Nanaimo, B. C.—10 kw DA-2, U. Class II. EIO 11-15-58.

Routine Roundup

Commission invites comments by Apr. 11 to proposed rule making to amend allocation plan for Class B fm stations by substituting ch. 229 for ch. 293 in **Sacramento** and ch. 293 for ch. 229 in **Santa Rosa, Calif.** Proposed change is requested by **KJML (FM)** (ch. 293) **Sacramento,** to provide channel for it which should not involve interference to other fm and tv stations in area. Announced Mar. 13.

KROY Inc., Sacramento, Calif.—Petition requesting amendment of revised tentative allocation plan for Class B fm stations by issuance of proposed rule making so as to add ch. 233 to Sacramento. Announced Mar. 14.

Board of Regents of U. of State of New York, New York, N. Y.—Petition requesting amendment of Sec. 3.606 by institution of rule making so as to set aside ch. 13 for use in New York metropolitan area for educational television. Dismissed by letter dated Mar. 5, 1958.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde on March 14

Granted petition by **Kalamazoo Bcstg. Co., Kalamazoo, Mich.,** and **Dowagiac Bcstg. Co., Dowagiac, Mich.,** for extension of time to Mar. 16 to file reply to petition to enlarge issues filed by **Circle Corp. (WKLZ) Kalamazoo,** in proceeding on am applications, et al.

By Chief Hearing Examiner James D. Cunningham on dates shown

Ordered that hearings are scheduled to commence on May 12 in following proceedings: **L. E. U. Bcstg. Co., Jet Bcstg. Co. Inc.,** and **WERC Bcstg. Corp.,** for new tv stations to operate on ch 66 in **Erie, Pa.;** am applications of **Herbert P. Michels, Auburn, N. Y.,** and **Century Radio Corp., Baldwinsville, N. Y.** Action Mar. 14

Granted request of **Voice of Three Rivers** for oral argument on its petition for intervention in proceeding on am applications of **Binder-Carter-Durham Inc. (WAMM) Flint, Mich.;** oral argument is scheduled for Mar. 19 at 1:30 p.m. Action Mar. 14.

By Hearing Examiner Herbert Sharfman on March 14

Issued statement and order following prehearing conference in proceeding on am application of **James H. Duncan (KSIL) Silver City, N. M.:** it was agreed that applicant's tentative engineering case would be furnished other parties by May 1, when parties would hold informal discussions and advise examiner so that he can then schedule appropriate proceedings.

By Hearing Examiner Elizabeth C. Smith on March 17

Ordered that prehearing conference will be held on Mar. 28 in proceeding on am applications of **Entertainment Service Inc., Solvey, N. Y., Rome Community Bcstg. Co., Rome, N. Y.,** and **James A. McKechnie, North Syracuse, N. Y.**

By Hearing Examiner H. Clifford Irion on March 17

Granted in part petition by Broadcast Bureau for extension of time to file proposed findings in tv ch. 7 proceedings, **Buffalo, N. Y.;** date for filing proposed findings is extended from Mar. 18 to Apr. 18, but applicants, having mutually agreed on earlier filing date for themselves, will file proposed findings not later than Apr. 1, and applicants may file reply findings on Apr. 18.

By Hearing Examiner J. D. Bond on March 14

Ordered that prehearing conference is scheduled for Mar. 27 at 2 p.m., in proceeding on am applications of **Louis Adelman, Hazleton, Pa.,** and **Guinan Realty Co., Mount Carmel, Pa.**

By Hearing Examiner Charles J. Frederick on March 14

Upon motion for continuance by counsel for **Capitol Bcstg. Co. (WJTV** ch. 12) **Jackson, Miss.,** ordered that hearing session on application for mod. of cp now scheduled for Mar. 18, is continued until Apr. 18.

By Hearing Examiner Basil P. Cooper on March 13

Granted petition by **Hall Bcstg Co. Inc., Los Angeles, Calif.,** for leave to amend fm application to specify minor change in program proposal and application, as amended, is retained in hearing status.

By Commissioner Rosel H. Hyde on March 11

Granted petition of Broadcast Bureau for extension of time to Mar. 18 to file replies to petition to enlarge issues by **South Norfolk Bcstg. Co. Inc., South Norfolk, Va.,** in proceeding on am application and that of **Cy Blumenthal, tr/as**

Continues on page 113

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RADIO

Help Wanted

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Management

Manager with excellent sales background wanted for attractive Florida coast-line operation. This is a successful daytimer in a beautiful growing market and the future outlook is excellent. We want a young man, early thirties, with energy and ideas. He'll be associated with a small organization with big ideas for the future. Successful background in sales more important than previous management experience. All replies confidential. Send complete details including references. Box 617D, BROADCASTING.

General manager with extensive background in Negro radio sales for major market Negro station. Right man can earn medium five-figure salary. Send background, billing and photo without delay to Box 631D, BROADCASTING.

Account executive for Nation's top-rated negro station. Must be sales executive type, potential manager. Send photo, resume, references. Confidential. John McLendon, Ebony Radio Group, Box 2667, Jackson, Miss.

Sales

Salesman wanted for small market radio station in California. Good draw against commission and car expenses. Send complete resume, references, photo first letter. Interested in permanent people only. Box 464D, BROADCASTING.

Local sales manager wanted at 5000 watt NBC affiliate in competitive midwest city of 55,000. Weekly salary $110.00, plus percentage on sales. Detail your experience and include picture with first letter. Box 643D, BROADCASTING.

Top sales future, KWBY regional music-indie, more power; hours, primary population 1,460,000 needs proven, self-starter salesmen, possible sales management. Start draw against 25% commissions. Also seeking good voice, 1st ticket combos. Write full story, photo, stating present personal billing to J. Buchanan, P. O. Box 764, Colorado Springs.

Salesman wanted for daytime station in eastern North Carolina. Guaranteed salary against override. Will consider announcer who wants to get in sales. Write Lee Hodges, WCPS, Tarboro, N. C.

WEAV, Plattsburgh, N.Y. offers key sales position, 5,000 watt outlet in growing area. Excellent setup. Stability. Background, references to A. E. Spokes.

3 station group headquartered in Endicott, N. Y., expanding sales force. Unusual opportunities for advancement in management, contact Howard Johansen, Assistant Manager, WENE, Endicott, N. Y.

Experienced radio salesman wanted. Progressive 1 kw newspaper affiliate. Excellent market. Large military installation in county. Send references, sales results summary, salary expected, photo, personal data first letter. In person interview necessary. Don Ritter, Manager, WKOA, Box 22, Hopkinsville, Kentucky.

Topnotch salesman for topnotch station Florida east coast. Send full particulars to Dale Phares, WMFJ, Daytona Beach, Florida.

Metropolitan New York. Due to promotion of one of present salesmen, we need experienced salesman for 5000-watt fulltime independent to sell in metropolitan New York area. Present salesmen all average more than $10,000. Send photo and resume, including current billing and present earnings to Hal Walton, WNJR, Box 1258, Newark, New Jersey.

Announcers

Announcer for midwest regional with excellent staff and facilities. $80 for 40 hours and opportunity for overtime. Send all details to Box 500D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Waker upper. Entertainer and informer who can also handle mid-morning and afternoon spots. East Coast. Box 543D, BROADCASTING.

Negro. Religious disc jockey. Florida metropolitan market. Established station. Need experienced man who can take direction and fit into modern station operation. Send tape and letter to Box 590D, BROADCASTING. None returned.

Texas station needs good announcer with excellent voice. Above average salary. No beginners. Box 616D, BROADCASTING.

Competent, experienced announcer capable of doing news and dj show. Station near New York City. Tape and resume. Box 619D, BROADCASTING.

Group of independent stations needs two announcers for eastern Pennsylvania. $80-85 a week to start, with unlimited future. Will not consider less than one-year experience. Group has just added new station, have another pending. Require tape and photo with application. Box 647D, BROADCASTING.

Smooth morning man, strong on news, with 3rd class ticket for live-wire 1000 watter, tidewater Virginia. Tape, photo, resume first letter. Box 652D, BROADCASTING.

Top rated regional Texas indie needs janitor who is a swinging deejay, newshound, and salesman. Above average janitor's pay. First drink puts this ad back in. Send tape and resume to KBBB, Borger, Texas.

Top money for top men! Number one music and news independent has immediate openings for personality deejays. Grow with Kansas' fastest growing station. First phone required. Write, wire or phone Ed Schulz, KJAY, Topeka, Kansas.

Combo man with first phone needed immediately, some maintenance required. Send tape and resume now to KLIN, Lincoln, Nebraska.

Need immediately. Combination newsman-copywriter. Also opening for morning announcer. Ideal working conditions, good pay, fringe benefits. KRIC, P. O. Box 870, Beaumont, Texas.

News director wanted. Good salary. Must be good announcer, able to type, like news reporting. KTOE, Mankato, Minnesota.

Five kw needs a pop announcer who can do a two hour r&b show everyday and has a voice for production tapes. Send tape and letter to WACL, Waycross, Ga.

Staff announcer. Experienced with board and interviews. Photo. Tape. WBKV, West Bend, Wisconsin.

WEAV, Plattsburgh, N. Y. offers announcing-new position. 5,000 watts with progressive news-music format. All year recreation—boating, hunting, skiing. Good pay, stability. Tape, photo, resume, reference to A. E. Spokes.

Need bright, fresh, fast paced dj for top station on Florida east coast. Ambition and dependability prime requisite. Tape, resume and photo to WMFJ, Daytona Beach, Fla.

Announcer-dj, some experience. Pop music daytimer, must be good on news. Tape and resume to Don Williamson, WMST, Mt. Sterling, Kentucky. Include picture.

Announcer with first phone, no maintenance. Announcing experience required. Approximately May 1. Write Manager, WNAM, Neenah, Wisconsin.

Wanted immediately: Announcer with first phone. Beginner ok if interested in becoming chief engineer of (Gates equipped) modern 250 watt indie with two way fm news unit, salary open. Contact Bill Rhyne, WRNB, New Bern, North Carolina.

RADIO

Help Wanted—(Cont'd)

Technical

Texas station needs chief engineer with above average voice. Good starting salary. Box 615D, BROADCASTING.

Fine opportunity Great Lakes area for good engineer with first phone, capable announcer. Write fully Box 630D, BROADCASTING.

Wanted 1st class license engineer who can sell or announce. William T. Kemp, KTXL Radio, Box 2139, San Angelo, Texas.

Wanted: Young, ambitious, first class engineer with good announcing voice. 5 kw Georgia station. Good starting salary, plus fast advancement. Send tape, photo to John R. Swann, WHAB, Baxley, Georgia.

First class engineer-announcer for kilowatt daytimer, immediately. Send resume, references, tape, or call Art Grunewald, WMNF, Richwood, West Virginia.

1st class engineer wanted. **Guaranteed 40 hour** week. No announcing, no maintenance, two week paid vacation. Apply Roger Moyer, WTIM, Taylorville, Illinois.

Production-Programming, Others

TV director wanted. Full power ABC affiliate. Good midwest market. Must have live production experience. Apply at once to Box 638D, BROADCASTING.

Radio tv executive one girl Friday, must think creatively, willing to take plenty of responsibilities, shorthand and typing necessary. Position offers stimulating challenge, interesting work in Canada's largest and most delightful city, Montreal, with its French atmosphere and only two hours from New York and one hour from the famous Laurentian resorts. Box 657D, BROADCASTING.

KBKC—the new modern sound in Kansas City needs a continuity director with secreterial ability. Send complete information including picture and samples of copy to Roy Stanley, Station Manager, Kansas City 15, Missouri.

Morning man needed for KWWL radio, Waterloo, Iowa. Must have good selling voice and lots of ideas. Send tape and info immediately.

RADIO

Situations Wanted

Management

Over 15 years experience with last ten as management emplacing sales and gearing independent station operations to produce sales. Have intergrated my life with civic life of community. Family man. Excellent references. Box 556D, BROADCASTING.

Experienced manager with 25 years background in radio, 22 as general manager, desires new management affiliation, preferably in the east or south or southwest. Excellent national, regional and local references. Interested in investment possibilities, also. Box 577D, BROADCASTING.

Manager: heavy experience-labor relations; building new studios; operations. Anywhere. Box 589D, BROADCASTING.

Am not the "best in the business", but class myself as one of the better manager-salesmen combinations. I'm a southern man from the word "go". Want Alabama or Florida. Box 596D, BROADCASTING.

24 years experience programming, sales, last six in management top independent pioneer. Medium and major market success. Steady, reliable, interested only in organization determined to grow big. Best industry references. Write to Box 606D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager-sales manager who knows how to set-up and sell music and news format radio, model 1958, in competitive metropolitan markets. Excellent industry background. Currently managing format station in metropolitan market. Interested in lucrative single station situation, or active supervisory or sales executive assignment with progressive minded chain or group operation. Available soon. Replies held in strictest confidence. Box 620D, BROADCASTING.

Prefer Florida. Do you want profit making radio? Raised growth of present station 152% with a net profit of 28% in competitive market. Not interested in financially weak organization. Salary must exceed $13,000. Presently employed Great Lakes region. Box 637D, BROADCASTING.

Manager/sales manager. Fifteen years experience in radio and tv sales, promotion and public relations. Know all phases of radio management. Desire to make change. Best of references. Box 640D, BROADCASTING.

Manager or commercial manager. Experienced in local, regional and national sales, plus managerial know-how learned from twenty years experience. Presently employed. Best of references. Married. Box 645D, BROADCASTING.

Attention radio station owners: Feelin' blue? Real low down? Sales slipped? Rock'n roll gottcha? Don't know what to do? Caught in a rough trap? Well—I'll tell you what I'm gonna' do—I'll let you take advantage of me—as general manager and back my ability with a cash investment. Individual 1957 billing $150,000. All replies confidential and acknowledged. By the way you better write c/o Box 651D, BROADCASTING.

Radio executive ambitious to manage, sell, and promote new or recently purchased small town 250-watt independent, whose owners value the community interests of their listeners and clients. Now with station (56% Hooper rating)—in large eastern market. Anxious to build profitable-proud "Home Town" station. Married, college, journalistic, dependable, punctual, no clock-watcher. Box 659D, BROADCASTING.

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RADIO

Situations Wanted—(Cont'd)

Management

Young, experienced manager wants opportunity; not job! P. O. Box 178, Ellinor Village, Ormond Beach, Fla. Att: O.L.

Sales

Go-getter experienced. Seeking good potential. Prefer deal including air work. Can run own board-all-around man—what you're looking for. Box 636D, BROADCASTING.

8 years radio sales and management experience same group. Presently located in mid-west. Desire sales or management position in New England, preferably Boston area. Radio or allied field. College, married, family. Will be in New England second week in April for interview. Available June 1st. Write or phone Barclay Conley, WRRR, Rockford, Illinois.

Announcers

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 326D, BROADCASTING.

DJ beginner. Run own board. 4 years selling experience. (Insurance) knowledge of accounting and typing. 65 mile radius of New York City. Tape and resume immediately on request. Box 390D, BROADCASTING.

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

Country dj. Non-character announcer. Guitar. Third. Thoroughly experienced. Box 478D, BROADCASTING.

Announcer: Experienced, currently employed, seeks larger market with opportunity for improvement and advancement. Box 495D, BROADCASTING.

Baseball announcer. Available for season. Excellent references. First rate. Will accept baseball season work only. Box 512D, BROADCASTING.

Mature-experienced all phases of announcing. Now doing late night record show. Metropolitan area only. Box 524D, BROADCASTING.

Versatile, dj-newsman. Highly experienced all phases. First phone. Negro. Box 530D, BROADCASTING.

DJ-announcer go anywhere. Ready now. Run own board. Can sell, too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 546D, BROADCASTING.

Announcer-dj, 2 years experience with present employer, wants position with a future. Reliable, steady, excellent references. Write Box 559D, BROADCASTING.

Versatile, good music and newsman. Commercial specialist. Try me. Box 567D, BROADCASTING.

Young aggressive personality dee-jay-announcer. 5 years experience in New Orleans market. Box 568D, BROADCASTING.

Announcer-engineer first phone. Three years experience. Good voice, high Pulse rating under present employment. Married, veteran. Desire location in California. Box 569D, BROADCASTING.

Sports announcer, college, married, 32, available for baseball. Will travel. Box 572D, BOADCASTING.

Man—age twenty-nine—seeks radio announcing jockey work as career. No experience. Eager to learn. Have interesting program ideas. Hobby writing. Need moderate starting salary. Box 578D, BROADCASTING.

Pennsylvania, Delaware, Jersey, first phone combo, extensive experience, all phases. Box 580D, BROADCASTING.

Young-personable-country dj-staff announcer full five years experience wishes to locate in west or south. 3 years with present employer, excellent references. Warm friendly voice. Box 581D, BROADCASTING.

Announcer with 8 years experience including continuity, news, special events, pd; can program pop, r&b, country, jazz, classical; enjoys production work, desires position with challenge and opportunity. Box 584D, BROADCASTING.

Announcer-dj; big market experience radio-tv, prefer California, Florida. Box 587D, BROADCASTING.

Morning personality-salesman. Sports special events .First phone. 6 years experience. Box 592D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

One year experience as combo-man have 3rd phone, AA Degree, married, vet. Box 593D, BROADCASTING.

Staff announcer, 3 years experience, desires position with larger station. Employed top-rated midwest kilowatt. Married, vet, $100 minimum. Box 597D, BROADCASTING.

Position wanted by reliable announcer-salesman. Married, 3 years experience. Sports, news, deejay. Rocky mountain. Box 598D, BROADCASTING.

Negro personality without negro accent. Experienced all phases. Married, College. References. Box 600D, BROADCASTING.

Topnotch smalltown dj, newsman 2½ years experience, ready for big move. Available immediately. Box 603D, BROADCASTING.

Better than average announcer looking for better than average station. Box 611D, BROADCASTING.

Negro deejay; experienced, will travel, ready now. Tape. Box 613D, BROADCASTING.

Sportscaster-newscaster, 12 years experience. Employed top ten markets. Wants sports-sales. Box 614D, BROADCASTING.

Five years experience, announcer, dj, excellent newscasts and commercials, married, stable. Three years with present employer, wants position with responsibility, future at progressive station. Write Box 621D, BROADCASTING.

Announcer, experienced, can handle board, knows music, news, sports. Young, will travel. Box 623D, BROADCASTING.

Available now, announcer, 1st phone, $85, no car. Give full details. Box 629D, BROADCASTING.

Deep, resonant voiced announcer with working knowledge of the business. Prefer news, music, commercials. Available immediately. Box 633D, BROADCASTING.

Stop-look-listen to tape of outstanding experienced dj personality. Young, married, draft exempt. Box 635D, BROADCASTING.

Seek employment with mature organization in 1 or 2 station market or suburban station in the west. Desire variety of duties but no sales or rock 'n' roll. Two years experience radio-tv. Now employed in network radio. Single. 33. Sincere, sober, reliable. Box 642D, BROADCASTING.

Announcer, good voice, four years experience, first phone, seeks college town to further education. Box 648D, BROADCASTING.

Experienced announcer, four years copy and documentaries. Vet. Harris Berger, 559 Hendrix Street, Brooklyn 7, New York. HYacinth 8-5479.

Announcer, 7 years experience, married, family. Wants chief announcer or pd. Available immediately. Gene Books, Hortonville, Wisconsin. SPruce 9-6656.

Three years radio. One year television. Announcer, cameraman, switcher. Available immediately for radio or television position. Consider all offers. Contact Don Folsom, 7725 S. Bishop Ave., Chicago, Ill. Phone Stewart 3-8221.

Man with 11 years experience, including news, sports, sales, classical and rock 'n' roll. Hard sell or soft. Available April 4th. W. Hardy, 12 A Eldridge Gardens, W. Collingswood, N. J.

DJ announcer, versatile, experienced, hard and soft sell. Excellent board operator. Go anywhere. No primma donna. Tape and resume. Dick Karp, Friars Club, 123 West 56th St., New York City.

Announcer-salesman for Texas, 4 years. Experienced, references, 29, call or write Del Kirby, 1114 E. Spruce, Midland, Texas, MU 2-8561.

18 years experience, programming, traffic, staff announcing. Strong on news, concert and popular music. Married, reliable. Four stations in 18 years. Don McWhorter, 124 N. Chestnut St., Clarksburg, W. Va.

Available immediately experienced combo, 1st phone, prefer west coast. Tape, photo and resume available. Jerry Munday, 5927 Sunset Blvd., Hollywood 28, HOllywood 9-1938.

8 years experience and available soon. Family man experienced in administration and all phases announcing. College grad. Contact Keith Roper, 711 College, Adrian, Mich.

RADIO

Situations Wanted—(Cont'd)

Announcers

Disc-jockey announcer seeks morning or any shift in Florida. Excellent, friendly voice. 5 years experience. Restricted ticket. Resume, tape on request. Contact Carl Servel, 6609 S. Richards, Tampa 11, Florida.

Technical

Midwest: Tech school grad, radio and tv serviceman desires position in broadcasting. Box 436D, BROADCASTING.

Summer position desired by G.I. veteran college physics student, single, experienced; first class phone, can combo, capable of expert maintenance, will handle responsibility, have car, minimum $100. Box 473D, BROADCASTING.

Chief Engineer, ten years broadcasting, combo news, desires Rocky Mountain area. Small market. Available immediately. Box 570D, BROADCASTING.

Engineer, first phone. Experienced all phases. Some sports or newscasting, only. Box 575D, BROADCASTING.

Engineer. 15 years experience chief, consultant and director of engineering. Box 599D, BROADCASTING.

Experienced engineer-announcer. Box 649D, BROADCASTING.

Experienced in radio and television supervising and maintenance. Prefer south. No announcing. Box 655D, BROADCASTING.

1st phone, 8 years experience am-fm-tv. Intro., 1481 Myrtle Avenue, Brooklyn 37, N. Y. Phone GL 6-4188.

Studio technical or production position wanted. Experienced northern Ohio vhf. James Helsel, RD #3, Somerset, Pa.

Have ticket (first phone). Will travel. No experience. Will learn. Salary: Necessary—but secondary. Robert Riley, 2806 Carlson Drive, Dallas 19, Texas.

Production-Programming, Others

Newsman to gather, write and air news or sports. Chicago writing experience. BSJ and MSJ. Box 499D, BROADCASTING.

Radio exec with high rated horsepower need operator with super fuel. Versatile, dependable, 7 years radio. Merchandising, promotion, production commercial spot creator-producer, good sales record agency-direct. Calif. employed. Present grade fuel limited. Desire change Calif. area. Box 583D, BROADCASTING.

Radio-tv news editor, clear, effective delivery. Also writes flowing, action-packed copy. $125 weekly. Box 594D, BROADCASTING.

Present program director in full power metropolitan market station desires position in southern states. Well qualified with 10 years experience in announcing, continuity, traffic and pd. Available immediately. Best references and tape furnished upon request. Box 602D, BROADCASTING.

Program director, moving up! Net and indie experience! Versatile! Top production, air salesman, play-by-play, news, continuity. 6 years experience. Family, sober, hard worker. Box 604D, BROADCASTING.

Attention Indiana-western Ohio "housewife appeal" stations. Veteran program-news director, with management experience, seeks better opportunity. College graduate, family man. $125 minimum. Box 632D, BROADCASTING.

Qualified news director ready to move up from half-million market. Expert local news coverage and editorial, if desired. Over 10 years experience radio, tv, newspaper, remote equipment. Journalism grad. Family man. Supervise news personnel. Box 653D, BROADCASTING.

Woman continuity director. Programming, traffic, news, interviews. Production, hard sell copy. 12 years radio-tv. Fast, efficient. Excellent references. Box 654D, BROADCASTING.

Photographer-producer-director-cameraman. Experienced. Desire gulf state, west coast, Mexico, South America. Available immediately. Box 2631, Ft. Wayne, Indiana.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Looking for L.A. or suburbs. 15 years experience including net. At present am P.D. and sports director with top rated morning disc show. Family man with top references. Phone or write Al Lurie, MAin 2-3344 or KTUC, Tucson, Arizona.

TELEVISION

Help Wanted

Sales

Excellent opportunity, exceptional guarantee experienced salesman in growing single station southwest market. Box 514D, BROADCASTING.

Announcers

Opening for top flight announcer strong on news and commercials. NBC-TV affiliate, southwest. Permanent. Good salary. Consider radio announcer seeking television opportunity. Send resume, tape and recent photo. We will return them. Box 585D, BROADCASTING.

Immediate opening for announcer director in midwest market. Send tape, photo, resume, etc., in first letter. Box 586D, BROADCASTING.

Technical

Applicant for Channel 8 quad-city area interested in quailfied video and audio technicians, cameramen and transmitter engineers. Send background letter. Box 612D, BROADCASTING.

Immediate opening for experienced tv transmitter engineer with maximum power vhf station. Contact Chief Engineer, WJBF, Augusta, Ga.

Production-Programming, Others

News director needed for midwest station, to supervise radio and tv news department. Excellent ratings. Modern facilities. Exceptional opportunity. Write Box 608D, BROADCASTING.

Alert, experienced, energetic news man desired to work in top rated radio and television news department. Excellent facilities. Send full details, including tape to Box 609D, BROADCASTING.

NBC-TV and MBS-radio station in central US interested in getting experienced sports director, able to do play-by-play of major sports. Write Box 610D, BROADCASTING.

TV production manager-director. A better than average opportunity awaits a better than average applicant. Thoroughly experienced, live-wire with workable ideas for good low budget. Production, versatility and imagination essential as is ability to produce, direct, switch and handle other production details including traffic and copy supervision. State starting salary expected, give full particulars about previous experience and attach small snapshot. Confidential, reply letter only, Bob Bostian, WAKR-TV, Akron, Ohio.

TELEVISION

Situations Wanted

Management

Manager, presently employed. 16 years in television and radio as manager, commercial manager, program director, also agency and network experience. Best references. Would like station needing reorganization to reach maximum profits, or new station in market with high potential. Box 625D, BROADCASTING.

Sales manager or general manager. Over twenty years of radio and television experience in sales and management. Well known and regarded as an experienced and capable working executive. Married. Box 646D, BROADCASTING.

Sales

Radio or tv sales: Caught in recent CBS executive retrenchment, mature, aggressive 30 year old family man with nine years N. Y. experience in commercial film, advertising and tv, seeks sales post with local major-market station. B.A., sls. bg., will relocate, prefer east. Box 528D, BROADCASTING.

$100,000 billing medium market! Four years television and radio sales and service. Aggressive, creative, college graduate. Desires major market. Box 624D, BROADCASTING.

Television salesman, veteran, experience includes administrative assistant, radio sales management. Box 639D, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

7 years tv and radio. Now employed. Metropolitan area only. Box 405D, BROADCASTING.

Radio-know? I've got it! Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 472D, BROADCASTING.

Staff announcer. Four years on camera experience. Two years radio. Has experience in all phases of production. Box 591D, BROADCASTING.

Ad agency references. 29, 3 years radio-tv. News, sports, weather. Presently employed radio news. Wife wants to quit working, must move up. Box 658D, BROADCASTING.

Low seniority at NBC basic radio and tv in major market forces me to run this. 8 years radio and tv. Starvation days ahead. Help!! Metropolitan area only. Please reply to Dean Griffin, WAVE-TV, Louisville, Kentucky.

Technical

Engineer, 1st phone, desires permanent tv position, experienced am-fm, audio, 2 years ALTEC field engineer, 29, family, college, prefer southeast. Box 225D, BROADCASTING.

Summer replacement: First phone, experienced am, fm; desire to learn tv. Box 474D, BROADCASTING.

Production-Programming, Others

Reporter-photographer-announcer (in that order); 5 years all phases, tv-radio news, sports. MSJ Northwestern, BJ Missouri; seek challenge, opportunity. Tape, 27, single. Top references current employer. Available April First. Box 380D, BROADCASTING.

5 years experience producing, directing, currently production manager, seeking larger market. Box 573D, BOADCASTING.

TV EQUIPMENT LIQUIDATION

We're forced to sell.

Everything must go . . . NOW!

Immediate Possession

COMPLETE TV STUDIO WITH AUDIO AND VIDEO COMPONENTS

- Television Cameras
- Control Units
- Sync Generators
- Switches
- Mikes & Booms
- Lenses
- Studio Monitors
- Test Equipment
- Spare Parts
- Special Effects Equipment
- Motors

Inspection by appointment.

Bulk or piecemeal sale.

WATSON DISCOUNT CORP.

11531 Hamilton, Detroit 2, Mich.

TOwnsend 5-1122

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Top tv director, four years experience, desires large metropolitan market. Prefer production or promotion. College grad. Write Box 576D, BROADCASTING.

Production, junior. Excellent college experience. Modest starting salary. Tremendous potential. Box 588D, BROADCASTING.

Floor manager, director, producer, actor, mc clown and hand puppets with voices. I've done them all. Two years experience, educational and commercial station. TV college background. Age 29, prefer midwest market. Will do anything. Box 595D, BROADCASTING.

Film department problems eliminated, fast! Television pioneer, now in small station, desires opportunity to revitalize film department of larger station where there is possibility for advancement. Married, 32. Best references. Box 601D, BROADCASTING.

Young aggressive-tv director, writer, producer, 5 years experience. Presently in number two market looking for a challenging position with a future. Single and willing to relocate. Box 607D, BROADCASTING.

International understanding programmes: Diplomatic, public relations, intangible sales executive; foreign education travel background; age 37; imaginative, creative talents, good personality, voice; suitable position sought with forward looking quality station. Box 622D, BROADCASTING.

Top-flight sales, audience, promotion and advertising manager available. 7 years experience in New York City as advertising and promotion manager of network flagship stations, am and tv; advertising, promotion and research manager of city's leading independent tv station. Heavy research and advertising background prior to entering broadcasting field. Will relocate. Prefer east or Pacific coast. Box 627D, BROADCASTING.

FOR SALE

1958 radio station plan book. Five complete floor plans. Practical, economy minded, proven. $3.75 postpaid. Station Planning Service, Box 2001 Station A, Fort Wayne, Indiana.

Stations

To buy or sell a station in the west. Chapman Company, 33 West Micheltorena St., Santa Barbara, California.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Florida medium market stations. Prices ranging $100,000 to $300,000. Chapman Company, 1182 West Peachtree, Atlanta.

Suburban New York station, $350,000. New York state station, $375,000 total. Chapman Company, 17 E. 48th St., New York.

Upper south small market stations. $10,000 to $25,000 down. Medium market stations, $50,000 down. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Kilowatt daytimer in south Arkansas. Very low fixed over-head. Ideal owner-manager operation. Priced for quick sale, cash or terms. Selling because of other business interests. Contact J. A. West, Jr., 213 W. Oak, El Dorado, Arkansas.

FOR SALE—(Cont'd)

Stations

VHF television station in growing market and region priced at estimated fair market value. Financing can be arranged for responsible purchasers. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

RCA, TTU-1B, 1 kw uhf transmitter with studio and transmitter gear. Basic for live, film and network. Only used 10,000 hours. Box 579D, BROADCASTING.

One model 518-B REL kilowatt fm transmitter. Make offer. Box 582D, BROADCASTING.

For sale, Tapak, spring-wound tape recorder, duplex-newscaster, 7½ IPS, volume indicator, mike, headphone, carrying strap, batteries, built-in flashlite, stroboscope, instruction book. List $349.50. Best offer! Bud Pentz, KWBE, Beatrice, Nebraska, CAnal 3-2388.

GE fm one kilowatt transmitter complete with monitors. Excellent condition. Used less than four months. Contact Manager, WLNA, Peekskill, New York.

For sale RCA professional recorder type 73-B. Write station WMFJ in Daytona Beach, Florida.

FM transmitters, new 10 watt $1295.00, 250 watt $2495.00, 1 kw $3995.00, 3 kw $7995.00. Industrial Transmitters and Antennas, Upper Darby, Pennsylvania.

Video monitors—8 megacycle—plug in construction. 14"—$215.00, 17"—$219.00, 21"—$259.00. Proven in thousands of closed circuit and broadcast installations. Miratel monitors are delivered under several trade names. Factory direct sales. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

Will buy or sell fm equipment. Ed Nall, 4516 North Libby, Oklahoma City.

540 feet of 3⅛ transmission line. Never used, packed in original shipping crates. Contact Manager, WLNA, Peekskill, N. Y.

Weather warning receivers—for Conelrad and Disaster weather warnings. Air Alert II—$46.50. Air Alert I—$89.50. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

WANTED TO BUY

Stations

AM or fm radio station in or near metropolitan area. Confidential. Box 571D, BROADCASTING.

Small or medium market radio station or cp wanted. Fulltime local channel preferred. New England, New York, Pennsylvania or New Jersey. Give full details including terms if available. Box 626D, BROADCASTING.

Experienced radio announcer has considerable finances. Wants active participation management and operation. Box 634D, BROADCASTING.

I'm looking for am station in city over 50,000 population. Florida or gulf coast preferred; but will consider any metropolitan area. Please state call letters, price, down payment, gross. Replies confidential. Box 644D, BROADCASTING.

WANTED TO BUY

Equipment

Wanted, 10 kw fm transmitter and associated equipment including tower. Complete details to Box 258D, BROADCASTING.

Wanted: HiBand vhf transmitting equipment for high power conversion with accessories. Also good rear screen projector. Box 519D, BROADCASTING.

Used console, single channel. State make, age, condition, price. Box 565D, BROADCASTING.

Wanted, 250 watt or 1000 kw fm transmitter, monitor, and fm antenna. Box 641D, BROADCASTING.

Wanted, 1 kw and 5 kw am transmitters with associated equipment. Also interested in towers from 175 to 450 feet. Complete details to Box 650D, BROADCASTING.

RCA RF harmonic filter, Channel 62, for 3⅛" coaxial line. Contact John Randolph, Chief Engineer. WISE-TV, 92 Haywood Street, Asheville, North Carolina.

1 kw fm transmitter, KYFM, 4516, North Libby, Oklahoma City, Oklahoma.

FM transmitter used 1 or 3 kw antenna accessories. Radio Station XEN, Lafragua 4, Mexico City.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

Allied Brokers Company. Baker Building, Sherman, Texas. Sales, purchases, appraisals, financing, all technical matters handled with care and discretion. Experienced. Former radio station owners and operator.

MISCELLANEOUS

Berry Long, formerly with KOA, Denver, please call John Gibson 2-8121, Greenville, Mississippi.

RADIO

Help Wanted

Management

Program Director

Expanding station group has opening for program exec able to build and hold ratings in highly competitive major market.

Box 502D, BROADCASTING

Announcers

D.J.

Indie chain will soon have opening for top DJ in one of its major markets. Send biog first. We'll call for tape.

Box 503D, BROADCASTING

FULLY EQUIPPED REMOTE TRUCK

(Used)

Complete with 3 RCA FIELD CAMERAS,

Switcher, Master Monitor, Platform, Housing for Equipment, Cables, Etc.

. . . READY TO USE $40,000

Write or Call Broadcast Equipment Division, SARKES TARZIAN, Inc., Bloomington, Indiana

RADIO

Situations Wanted

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

Management

ADMINISTRATIVE EXECUTIVE
GROUP STATION OPERATION

Extensive background with networks and leading stations in

Programming and production
Sales coordination
Personnel supervision
Budgeting
Labor relations

Top industry references
Box 628D, BROADCASTING

Announcers

Mr. and Mrs. Deejay Team

Thorough New York musical background, singing (bands, vocal groups, radio and TV), creation of commercial jingles. Two years' experience as deejays in medium-small market. Desire better opportunity in any size market. Middle of day, no Top Forty. Best references. Available May.

Box 605D, BROADCASTING

Available April 1st.
Top-notch Disc MC
Glib — Creative — Friendly
10 years Radio, 4 years TV
Currently WAPI - WAFM - WABT
Ken Scott, 4749 Maryland Ave.
Birmingham, Ala. LYric 2-8982

TELEVISION

Help Wanted

VERSATILE PERSONNEL
FOR
SMALL MARKET TELEVISION

Our expansion program will create opportunities for enthusiastic people with intelligence and versatility, willing to learn and grow with us. If you aspire to a future in sales, promotion, announcing, or production, you may find it in this rich Oklahoma-Arkansas Industrial Wonderland. Send full particulars, including all extra curricular talents and interests, with photo and expecting starting salary to WALTER M. WINDSOR, Vice Pres. and Gen. Mgr., KNAC-TV, CBS Channel 5, Fort Smith, Ark.

Help Wanted—(Cont'd)

ENGINEERS NOTICE

Brand new GE equipped television station now on the air. Top power, top notch operation in college city, the State Capitol. Openings for qualified television engineers, with first phone license, with or without experience. Salary based on experience. Send complete resume. Write: Durwood Neuse, Studio Supervisor

WRAL - Television
Box 9583
Raleigh, N. C.

Situations Wanted

GENERAL AND/OR PROGRAM MANAGER

Executive success in leaders of competitive, million plus, VHF markets since 1949 background heavy in film, promotion and sales. Equipment with top rating histories, public service recognition and references. Young 40, family moving for compelling personal reasons.

Box 574D, BROADCASTING

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

FOR SALE

For Sale
Used. 400 ft., Stainless. G-36 tower
Excellent Condition
Available immediately. Price $4500
WEEK-TV
Peoria, Ill.

RADIO AND TELEVISION STATIONS
YOUR SOURCE FOR:
HIGH CONDUCTIVITY ELECTROLYTIC
Bonding copper strapping—.016" to .064" thick 1" to 12" widths
Copper ground wire—#8—#10—#12 gauge
Copper expanded screen mesh—.026" x 8' x 24'
Write for quotation—advise footage needed
J. L. Clark Metals Co. 2108 S. Ashland Ave.
Chicago 8, Ill. Haymarket 1-4533

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

EMPLOYMENT SERVICE

Dollar for Dollar you can't beat a classified ad in getting top-flight personnel

FOR THE RECORD *continues from page 108*

Denbigh Bcstg. Co., Denbigh, Va.

By Chief Hearing Examiner James D. Cunningham on March 12

Granted petition of **Richard C. Simonton, Los Angeles, Calif.**, for dismissal of his fm application and retained in hearing status fm application of **Hall Bcstg. Co. Inc., Los Angeles.**

Granted petition of **Dixie Bcstrs., Blakely, Ga.**, for dismissal without prejudice of am application, and retained in hearing status application of **Radio Blakely, Blakely, Ga.**, and dismissed as moot its motion to dismiss Dixie's application for failure to file written appearance.

By Hearing Examiner Jay A. Kyle on March 12

Ordered that prehearing conference will be held on April 1 in proceeding on am applications of **Sheffield Bcstg. Co.**, and **J. B. Falt Jr., Sheffield, Ala.**

By Hearing Examiner Herbert Sharfman on March 12

On oral request of counsel for **Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo.**, and without objection by counsel for other parties, ordered that time for exchange of affirmative written cases of applicants is extended from March 19 to March 26, with other dates decided upon at prehearing conference of Feb. 10 remaining the same.

By memorandum opinion and order, denied petition to enlarge issues to include so-called "Evansville Issue," filed by **Radio Indianapolis Inc. (WXLW) Indianapolis, Ind.**, in proceeding on am applications of **Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo.**, and **Firmin Co., Vincennes, Ind.**

By Hearing Examiner J. D. Bond on March 12

Ordered that prehearing conference will be held on April 8 in ch. 13, **Hampton-Norfolk, Va.**, proceeding.

By Hearing Examiner Annie Neal Huntting on the dates shown

Granted motion by **John Bozeman, Wichita, Kans.**, for extension of time to file exchange of exhibits and dates for exchanging exhibits and written objections thereto, scheduled for Mar. 12 and 18, are extended indefinitely; hearings scheduled for Mar. 21 and 24 are continued until Mar. 24 in proceeding on Bozeman's am application and that of **Arthur William Wilson, Wichita** (Action 3/11).

Ordered that further prehearing conference is scheduled for April 1 and that the hearing which was previously continued without date is scheduled for Apr. 21 in re applications of **Palm Springs Translator Station Inc., Palm Springs, Calif.**, for tv broadcast translator station licenses to cover translator stations K-70-AL and K-73-AD; and for mod. of cps to increase ERP and make changes in ant. system.

By Hearing Examiner Charles J. Frederick on March 12

Upon oral request by counsel for **Rand Bcstg. Co., Tampa, Fla.**, and with concurrence of all other counsel, including counsel for Broadcast Bureau, in proceeding on Rand's am application and those of **Radio Tampa, Tampa**, and **B. F. J. Timm, Lakeland, Fla.**, ordered that further prehearing conference scheduled for Mar. 13 is rescheduled for Mar. 27.

BROADCAST ACTIONS

Actions of March 14

WTVC Chattanooga, Tenn.—Granted license for tv broadcast station.

WDBO-TV Orlando, Fla.—Granted cp to make change in frequency and modulation system of the aural trans. only, and redescribe the trans. and studio locations (not a move).

WTVJ Miami, Fla.—Granted cp to install alternate driver for the main trans.

Actions of March 13

KLIN Lincoln, Neb.—Granted relinquishment of positive control by **Jonathan M. Fletcher** through sale of stock to **James I. Mitchell.**

WHRV Ann Arbor, Mich.—Granted mod. of license to change name to **Mayne Bcstg. Co.**

WPFB-FM Middletown, Ohio—Granted mod. of cp to change type trans., increase ERP to 30 kw, decrease ant. height to 350 ft. and change type ant.; conditions.

KMLA Los Angeles, Calif.—Granted mod. of SCA to use 26 and 65 kc frequency sub-channels in lieu of 49 kc; condition.

WMMA Miami, Fla.—Granted authority to sign-off at 6:00 p.m. February through Sept. 30.

Actions of March 12

KBAM Longview, Wash.—Granted mod. of cp to change name to **KBAM Bcstg. Co.** and license to cover.

WKPA New Kensington-Tarentum, Pa.—Granted cp to replace expired cp which authorized increase in power and installation new trans. and directional ant. (DA-D).

KRCW Santa Barbara, Calif.—Granted cp to change trans. to "atop Tv Peak," approximately 16 miles west of Santa Barbara, Calif., increase ERP to 17.5 kw, ant. height to 2890 ft., operate trans. by remote control, and make changes in ant. system.

KPOC-FM Pocahontas, Ark.—Granted request to cancel license. Call letters deleted.

The following were granted extension of completion dates as shown: **KSOO-TV Sioux Falls, S. Dak.**, to 9-18; **KENS-TV San Antonio, Tex.**, to 10-1; **KFSA-TV Fort Smith, Ark.**, to 9-15; **WOAI-TV** (main trans. and ant.) **San Antonio, Tex.**, to 10-1; **KVKM-TV Monahans, Tex.**, to 10-1; **WICS**

Springfield, Ill., to 7-15; KOED-TV Tulsa, Okla., to 9-21; WRBI Fair Lawn, N. J., to 10-15; WXLI Dublin, Ga., to 5-1; WNIK Arecibo, P. R., to 7-31; KOWN Escondido, Calif., to 6-1; WHOT Campbell, Ohio, to 5-30; WPGC Morningside, Md., to 6-20; KATZ St. Louis, Mo., to 10-1.

Actions of March 11

WMIN St. Paul, Minn.—Granted cp to install new trans.

WTRN Tyrone, Pa.—Granted cp to install new trans. as an auxiliary trans. at present main trans. site with remote control operation.

WWNY Watertown, N. Y.—Granted cp to install new trans.

KONI Phoenix, Ariz.—Granted cp to change ant.-trans. and studio location and operate trans. by remote control.

KBEV Portland, Ore.—Granted mod. of cp to change ant.-trans. and studio location and type trans.; conditions.

WFRA Franklin, Pa.—Granted mod. of cp to change type trans.

KBLT Big Lake, Tex.—Granted mod. of cp to change ant.-trans. location, change studio location and delete remote control operation.

WECT Wilmington, N. C.—Granted mod. of cp to change name to Atlantic Telecasting Corp.

WSYR-TV Syracuse, N. Y.—Granted extension of completion date to 9-13.

Actions of March 10

WNOW-TV York, Pa.—Granted cp to replace expired cp for tv station.

WJDY Salisbury, Md.—Granted mod. of cp to change studio location and type trans.

WFSU-FM Tallahassee, Fla.—Granted mod. of cp to change type trans.; conditions.

The following were granted extensions of completion dates as shown: WWFT Terre Haute, Ind., to 5-10; KOKY Little Rock, Ark., to 7-31; WRC-FM Washington, D. C., to 4-19; KPIP Riverside, Calif., to 8-27; WNCN New York, N.Y., to 9-3.

License Renewals

Following stations were granted renewal of license: WBGC Chipley, Fla.; WJOE Ward Ridge, Fla.; WKWF Key West, Fla.; WVJP Caguas, P. R.; WXRF Guayama; WALA Mobile, Ala.; WALB Albany, Ga.; WANA Anniston, Ala.; WARF Jasper, Ala.; WBAM & aux. Montgomery, Ala.; WBCA Bay Minette, Ala.; WBGR Jesup, Ga.; WBHP Huntsville, Ala.; WBIE Marietta, Ga.; WBML Macon, Ga.; WCCP Savannah, Ga.; WCHK Canton, Ga.; WCLS Columbus, Ga.; WCOH Newnan, Ga.; WCON Cornelia, Ga.; WDAX McRae, Ga.; WDMF Buford, Ga.; WEDR Birmingham, Ala.; WGAU Athens, Ga.; WKTG Thomasville, Ga.; WKUL Cullman, Ala.; WLET Toccoa, Ga.; WPID Piedmont, Ala.; WHVH Henderson, N. C.; WTTB Vero Beach, Fla.; WABR Winter Park, Fla.; WISP Kinston, N. C.; WIOD Sanford, Fla.; WBCO Bessemer, Ala.; WBIA Augusta, Ga.; WBRO Waynesboro, Ga.; WDIG Dothan, Ala.; WFRP Savannah, Ga.; WGAA Cedartown, Ga.; WGSV Guntersville, Ala.; WJBB Haleyville, Ala.; WJJC Commerce, Ga.; WJMW Athens, Ala.; WLFA Fafayette, Ga.; WMAZ Macon, Ga.; WMFC Monroeville, Ala.; WMGA Moultrie, Ga.; WMGE Madison, Ga.; WMLS Sylacauga, Ala.; WMRE Monroe, Ga.; WNPT Tuscaloosa, Ala.; WOOF Dotham, Ala.; WOZK Ozark, Ala.; WPAX Thomasville, Ga.; WRBL Columbus, Ga.; WRCD Dalton, Ga.; WRFC Athens, Ga.; WRFS Alexander City, Ala.; WRLD Lanett, Ala.; WRWJ Selma, Ala.; WSAV Savannah, Ga.; WSFT Thomaston, Ga.; WTBF Troy, Ala.; WTOC Savannah, Ga.; WTRP LaGrange, Ga.; WTUS Tuskegee, Ala.; WTWA Thomson, Ga.; WULA Eufaula, Ala.; WVOK Birmingham, Ala.; WVOP Vidalia, Ga.; WWGS Tifton, Ga.; WWNS Statesboro, Ga.; WZOB Fort Payne, Ala.

UPCOMING

March 28-30: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

March 31-April 2: American Institute of Electrical Engineers, southwest district meeting, Mayo Hotel, Tulsa.

April

April 1: American Society of Composers, Authors & Publishers, 44th annual membership dinner, Waldorf-Astoria, New York.

April 4: Virginia AP Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers, conference & electronic show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 10-12: Alabama Broadcasters Assn., Mobile.

April 11: Conference on Enlightened Public Opinion, Boston U.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 11: Ohio Broadcasters Assn., Hotel Carter, Cleveland.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 16: UP Broadcasters of New Hampshire, Concord.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.

April 18-19: Spring Technical Conference on Tv and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 19-20: Oklahoma AP Broadcasters, Western Hills Lodge, Wagoner.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-25: Oklahoma AP Radio Broadcasters, Western Hills Lodge, Sequoyah State Park.

April 24-26: AAAA, annual meeting, Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 26: UP Broadcasters Assn. of Connecticut, Hotel Burritt, New Britain.

April 27-May 1: NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

INTERNATIONAL

Independent Radio-Tv Regulation Promised by Prime Minister

Canada's Prime Minister John Deifenbaker in the election speech at Kenora, Ont., late Tuesday promised early establishment of an independent regulatory body for radio and television as recommended by the Royal Commission a year ago. He intimated early competition between privately owned and CBC television stations in major Canadian cities and establishment soon by CBC or private interests of television stations in smaller centers like Kenora. With reference to an independent regulatory board he stated, "The time is long overdue to assure private stations, in competition with a publicly owned national organization, that their cases shall be judged by an independent body. They should not be judged by those who are actually in competition with them and are, in fact, their judge and jury." Currently, CBC is a regulatory body as well as a network operator.

Full CBC Tv to Cover Voting

For the first time Canadians from the Atlantic to the Pacific coast will see on-the-spot television election news reports when Canadians go to the polls March 31. The Canadian Broadcasting Corp. will provide its initial tv network coverage of election results that evening on a coast-to-coast basis. The Canadian microwave network has been completed from Sydney, N.S., to Calgary, Alta. and U.S. network facilities will be used between Calgary and Victoria and Vancouver, B.C.

On radio, election coverage this year will provide a CBC election team in each of the ten provinces, rather than the six regional teams used in last June's general election. Radio and tv networks will provide national news throughout the evening, with each of the six Canadian time zones being added to the network as the polls close in that time zone and stations will report local results twice each hour. Party leaders will be seen and heard on both tv and radio networks following final results on the Pacific coast.

Europeans to See Ampex VTR

Giovanni Gronchi, president of Italy, will appear on the first European demonstration of Ampex videotape, it has been announced by the Ampex Corp., Redwood City, Calif. An appearance by the president will be taped at the Milan Fair, where Ampex is displaying the videotape recorder, and will be shown immediately to Italian spectators. Neal K. McNaughten, manager of the Ampex Professional Products Div., said that VTR deliveries to television and film studios in Great Britain will follow shortly after the exhibit in Milan.

Quebec Gets Adler Translator

Adler Electronics Inc., New Rochelle, N.Y., has installed the first of a group of uhf translators in northeastern Quebec, according to an Adler announcement. The new ch. 70 installation is to serve the towns of Estcourt and St. Eleuthere, bringing them their first tv service, rebroadcasting

ch. 3 CJBR-TV Rimouski, Que., 65 miles away. Adler engineers with representatives of the firm's Canadian distributor, Benco Television Assoc. Ltd., completed the job March 6. The translators will be Canada's first uhf service.

Canadian Set Sales Suffer Drop

Both radio and television receiver sales in Canada were down for the first month of 1958 compared with January 1957, according to the Radio-Electronics-Television Mfg. Assn. of Canada, Toronto. Television set sales in January 1958 totaled 33,735 units compared with 39,426 in January 1957. The new total includes 4,067 portable sets, compared with 7,029 portables in January 1957. Of the total 1958 sets, 12,795 were sold in the province of Ontario, 7,294 in Quebec province, and 2,904 in British Columbia.

Radio receiver sales this January amounted to 30,158 units compared with 44,632 sets in January 1957. Automobile sets sold this January numbered 7,703 compared with 15,431 the previous January.

Canadians Set Radio Week May 4

Canada will have its Radio Week May 4-10, with the slogan "Be in the know—buy another radio—and listen!" Charles Fenton, sales director of the Broadcast Advertising Bureau, Toronto, has announced. Promotion material of all types has been distributed to English and French-language Canadian radio stations. Mr. Fenton reported that last year's Radio Week resulted in 20% higher sales of radio receivers in June and July than in the previous year.

'Game of Day' for Trans-Canada

Approximately 35 stations of the Trans-Canada Network of Canadian Broadcasting Co. will carry Mutual's *Game of the Day* starting April 19 and every Saturday through September, George Vogel, MBS executive vice president, announced last week. The baseball feature, which has been broadcast for nine seasons, has not been heard outside of the U. S. before.

INTERNATIONAL SHORTS

ATN Sydney, Australia, and **CMQ Network,** Cuba, have purchased *Hopalong Cassidy* half-hour film series from Fremantle Overseas Radio & Tv Inc., it has been reported. ATN purchase for 52 episodes is effective immediately while CMQ Network purchase of 39 Spanish dubbed films begins this month.

American Pavilion at Brussels World's Fair will feature first public demonstration in Europe of compatible color television system, it has been announced by **Howard S. Cullman,** U. S. Commissioner General, and **John L. Burns,** president of RCA. RCA equipment will be demonstrated in studio which will originate both live and filmed programs for closed-circuit transmission. Fair opens April 17.

ABROAD IN BRIEF

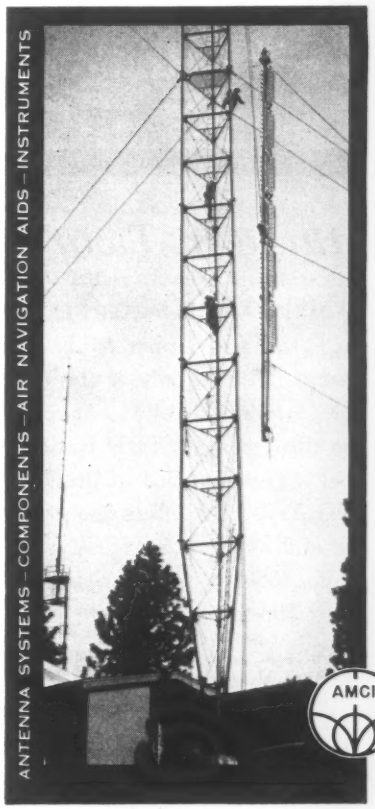
NEW DIRECTION: Radio Luxembourg, which operates several commercial broadcast services, is cutting into the West German market with a daily four-hour German-language service. The daytime disc-jockey program is sustaining but plans are to sell time, possibly expanding the German service into night hours. Radio Luxembourg is opening a sales office in Frankfurt, and will conduct a promotional campaign in German media. Established programs of Radio Luxembourg go by long, medium and short wave and television to Great Britain, France, Belgium, Switzerland and Northern Africa. Radio Luxembourg, operating one of the continent's few private, commercial services, is licensed to a French-Luxembourg corporation, Compagnie Luxembourgeoise Teledifusion, and pays about 30% of earnings to the government.

MOVIES MAY MOVE IN: A bid to set aside some of Italy's television channels for the country's motion picture industry has been made in a speech by Eitel Monaco, president of the Italian film industry association. The suggestion was described as a "vague hint" but one which made clear that Italian film leaders are considering tv as a means to compensate for a box office slump. Alternative suggestions have been a pay tv service, a British ITA-type commercial service or an alternate program to the official RAI service.

GERMANS JOIN 'EM: Motion picture exhibitors in West Germany are using television to promote theatre-going. The purchase of fortnightly editions of Bavarian Radio's daily half-hour commercial service is reported as the first of its kind in Germany. The show, *In the Neighborhood Theatre,* uses film trailers, star interviews and movie news.

West German movie producers, on the other hand, are concerned about German stations cutting into their field. Dr. Wolf Schwarz, president of Bavarian Filmkunst AG, one of the two largest film firms in the area, called a press conference to propose that stations be prohibited from making their own tv films. Germans are reported uneasy about the government, which monopolizes the broadcasting field, getting into the tv film business. Widespread opinion is that Dr. Schwarz will have little success with his idea, according to observers, and that subsequent stations will allow American film and theatrical product of the last 10 years to be "dumped" in Germany, as viewership and prices adjust upward.

SOVIET SETS RE-PRICED: Reports from Moscow indicate that a general price cut of 20% of retail prices for television sets was decreed by Soviet authorities, effective the first of the year. Presumably the cut is to push tv set circulation.



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- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

... have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

Baseball will create big business for your product in Minneapolis and St. Paul

JOE CRONIN
Manager, Boston Red Sox
We of the Boston Red Sox will make it our aim to give Minneapolis a winning team in 1958.

FRANK BUETEL
WTCN Sports Personality
WTCN Radio is proud to be selected for the third year to carry exclusive broadcasts of the Minneapolis Miller games. It will be my pleasure again to be the radio-voice of the Minneapolis Millers.

TOMMY THOMAS
Manager, Minneapolis Millers
The Twin Cities are sports-minded. With enthusiasm like this and a top-notch triple A club, we'll be shooting for a pennant in '58.

Join the big three in Twin Cities baseball...

BUY PART OR FULL SPONSORSHIP OF MINNEAPOLIS MILLERS EXCLUSIVE RADIO BROADCASTS. Sell your product to the sports-minded Twin Cities and Upper Midwest. Enthusiasm is at an all-time high. There's a new team—new management (Minneapolis is the number 1 farm club of the Boston Red Sox)—and an impressive new stadium. Broadcasts of Minneapolis Miller games will be in experienced, reliable hands again in 1958. For the third year, WTCN Radio and Frank Buetel have been selected over all other local stations and sports personalities to broadcast Minneapolis Miller games. Build interest for your product with the package that offers the *greatest* listener interest . . . Minneapolis Miller baseball broadcasts, at home and away. It's exclusive on WTCN Radio. Get attractive rate information now. Call Jack Cosgrove, WTCN Radio Sales Manager, or contact your Katz man.

✳ *Limited availabilities on special pre-game and post-game shows. Also, 11 weekend televised games on WTCN-TV.*

WTCN radio
MINNEAPOLIS • ST. PAUL, MINNESOTA
REPRESENTED NATIONALLY BY THE KATZ AGENCY
AFFILIATE, AMERICAN BROADCASTING NETWORK

MONDAY MEMO

from **THOMAS H. LANE,** *senior vice president, Lennen & Newell*

How one year with tv outdid ten without it

A few months ago our client, the American Gas Association, celebrated its first anniversary in television . . . with some results really worth celebrating.

A.G.A. is, of course, a trade association, composed of more than 400 leading gas utilities and associated companies.

Yet many of their individual and collective problems are similar to those of a package goods manufacturer. Actually, our agency's basic approach to the A.G.A. account is the same as it is for our soap or cigarette clients; it's an approach that might mean payoff for other marketers as well.

Three facts are important as background to a case history:

First, total gas sales have been going up each year, due to new customers, and a larger market as a whole.

Second, notwithstanding, for ten years the total gas share of key appliances declined steadily—until recently.

Third, the most compelling reason for this trend is not hard to find—in every year of the decade mentioned, advertising support of major electric appliances was far greater than that for gas, in some by as much as ten times.

It perhaps should be mentioned at this point that gas appliance manufacturers are many rather than large—there are no gas giants comparable to GE and Westinghouse. Consequently, when a group of forward-looking gas industry leaders met to consider the situation, it was obvious that the gas utilities would have to bear the major cost.

The medium selected was television, because it was felt that the competition had made their greatest gains in television. Conversely, the gas industry's voice in national television was virtually non-existent.

A television committee was formed, under the leadership of Frank Trembly of the Philadelphia Gas Company, consisting largely of utility sales managers across the nation. What this group accomplished in a short period of time is so far as I know unparalleled in American business. They succeeded in uniting all elements of a great and diverse industry. Utilities contributed to a television war chest on a meter and time cost formula worked out by the A.G.A. staff. They were joined in support by gas producers, pipeline companies, and gas appliance and equipment manufacturers.

The gas industry went on the air for the first time on January 10, 1957. Here is the result after one year:

Although still out-spent by a considerable margin, they have succeeded in a most startling reversal of the ten years sales trend. For the first time in ten years, the key gas appliances are obtaining a greater share-of-market.

Second, not only has the sales picture changed drastically, but consumer attitudes on the basis of continuing studies have been arrested and made more favorable toward gas development in the future.

The television program has given a tremendous lift to the entire industry in many other ways—ranging from a whole new spirit in sales and employe activities to a more favorable attitude on the part of public utility security analysts.

How was this accomplished . . . how in less than a year were the adverse cumulative effects of ten years overcome . . . what were some of the principles employed that might be useful to other marketers?

First and all important is the vehicle for the sales message. The gas industry was most fortunate in its selection of *Playhouse 90.*

In a preliminary meeting, the A.G.A. Television Committee set forth program requirements of large audience, good cost-per-thousand, stature and prestige—qualities which do not always go hand in hand in television. *Playhouse 90* met them.

The second fundamental is what-to-say, the right message. The content of our commercials was determined by extensive consumer and trade research by market data and analysis.

A third major element is how to say it, the words to use and the manner of presentation—in our case, a personality and demonstration to show the product advantages.

We fortunately were dealing with a wonderful line of products with advantages that could be shown and demonstrated with great interest and conviction.

The committee very wisely made the decision to go first class in everything—to get the best possible results and not to be penny foolish in terms of production, sets, or commercial talent. And when it came to our salesman the committee had one instruction—simply get the best available for the job.

The result was the selection of Julia Meade . . . who has given to the gas message great interest and conviction.

The fourth major element of a successful television operation is a host of supporting activities—"follow-through."

First, to carry through with the same sales message in other forms of advertising and where possible with the sales personality, as A.G.A. does in its magazine advertising, and as most of the utilities do in their local newspaper advertising.

It is important, too, that the tv sales personality be merchandised throughout the whole sales and industry level. Julia Meade travels continually for the gas industry, appearing at conventions, selling the story of gas at the local level.

Nothing, I am sure, could be more simple than the four elements which have made the gas television operation successful and which can be be applied to yours: the right vehicle, the message, the how-to-say-it, and the follow-through.

A while back we sent out a questionnaire to all the participating gas utilities asking:

1. Everything considered, have you been reasonably satisfied with your sponsorship of *Playhouse 90* to date?
2. May we have your vote to renew it for a second year?
3. Are you in favor of a continuation of the present commercial policy and Julia Meade?

The vote in each case was "yes"—98.5%!

Thomas H. Lane, b. Nov. 13, 1913, Hartford, Conn. Dartmouth graduate, 1935. After a stint as reporter with the New York Herald-Tribune, *joined Young & Rubicam where he was successively account executive, copywriter, and radio producer. At the outbreak of war, U. S. Treasury Department asked Y&R to lend them a man to head up all national war bond advertising and publicity, and Mr. Lane was sent to the Treasury for four years as Director of Advertising, Press and Radio. Following war's end, became advertising and sales promotion vice president of Rexall Drug Company, Los Angeles. Returned east to join McCann-Erickson as a vice president, director, and member of the plans board of that agency; left McCann in 1955 to join Lennen & Newell as senior vice president.*

The Radio Network Plight

IF THE American Broadcasting Network goes, what next? This question is uppermost in the minds of affiliates, rival networks, advertisers, agencies and—of course—competing media. If ABN goes, is this the beginning of the end for network radio?

Not in years has any national radio network made money. From cold business analysis, the wonder is not that one network is contemplating dissolution, but rather that any of them are still around.

But radio networks are more than businesses. They have a national importance of great magnitude. How else, in time of peril, can the American people be reached so quickly and completely? In time of peril what is so important, short of effective military measures, as reaching the people at once? This is a basic importance that network operators have recognized from the beginning. Being knowledgable businessmen as well, and experienced in the ways of Washington, they no doubt have been influenced, too, by the thought of how the FCC or Congress might react to a voluntary shutdown of one of these electronic pipelines to the people.

Three of the four networks, including ABN, have owned-and-operated stations that at least partially offset the network losses. Without the o&o's it is unlikely that they would have endured till now.

This, then, is the dilemma which network operators face, and which ABN is trying painfully hard to resolve for itself right now.

We sincerely hope ABN will find a way to keep afloat and, in time, to prosper. It would be a pity if any network went under. Yet it must be recognized that the time may come when one or another may feel impelled to yield to the pressures of continuing losses.

Regrettable as it would be, even this would not signal the end of radio networking. The network service is vital to advertisers as well as to listeners. Like local and national spot, it is an essential part of broadcast advertising.

There may or may not be room for four radio networks in today's extremely competitive economy. But if the element of networking ever goes out of existence, it will be because the advertisers let it go. And if the advertisers let it go, it will be because the broadcasters cheapen their product or treat it as distress merchandise to the point where they can't even give it away.

Not Whether, But When?

IT'S now a question of when new legislation changing the face and the functions of the FCC, or even abolishing it, will be enacted by Congress. Something will be done before Congress adjourns in mid-August, or thereabouts.

The harshness of the legislation will depend upon what transpires in the next few weeks. Will the House Oversight Committee turn up additional cases of malfeasance? Will the grand jury in Washington indict in any of the FCC cases it is investigating?

Last week we reported exclusively the proposed Magnuson Bill to abolish the FCC and create a new Federal Communications Administration, with a single administrator to handle the regulatory functions and a three-man Communications Court of Appeals sitting over it. This is the most drastic of proposals being talked up. There are several others in both House and Senate. These came in the wake of a host of measures to impose mandatory codes of ethics upon all administrative agencies to eradicate influence-peddling and unethical conduct.

In the existing climate anything can happen if there is provocation. Enough exists today to send any one of the measures less drastic then the Magnuson proposal sailing through both houses. The Magnuson proposal, however, is so far-reaching that lengthy hearings would be required, and our view is that its chances of speedy enactment are remote. But another scandal of the magnitude of that which resulted in the ignominious resignation of Comr. Mack would probably give wing to such "ripper" legislation.

Among other bills being advocated is one that would award tv and radio licenses to the highest bidders. This on its face is sheer nonsense, because it inevitably would mean that all of the most desirable facilities would gravitate to those with the most money. It would provide an open, legal road to monopoly.

Another proposal having strong endorsement would prohibit airlines from receiving tv licenses, growing directly out of the Miami ch. 10 grant to a subsidiary of National Airlines. Without discussing the merits of the Miami case, we think Congress here might establish dangerous precedent. It would exclude one class of citizen from engaging in the broadcasting business.

Drawn for BROADCASTING by Sid Hix

"It was in your fan mail this morning!"

Such legislation would have to be carefully drawn to avoid strictures upon our free enterprise system. If airlines are excluded because they draw compensation which may include a subsidy from the government, should not shipping lines and possibly railroads also be excluded? It perhaps would be more desirable to cope with such situations by regulatory criteria than by fixed legislation.

At the least, Congress can be expected to approve legislation invoking mandatory codes of ethics upon all administrative agencies, and perhaps providing for uniform legislation pertaining to rotation of chairmanships and continuance in office of commissioners until their successors have been nominated and confirmed by the Senate.

Meanwhile, the harassed FCC could ease its legislative lot considerably if it adopted forthwith a code of its own. It has dawdled all too long on the proposal pending almost since the Oversight proceedings began in the House seven devastating weeks ago.

Irresistible Urge

WE have heard lately of several efforts, none of them successful, to discourage the artificial inflation of ratings by special gimmicks which stations use during rating periods.

The gimmicks most commonly used in television are intensified local promotion and special programming. It is fairly common practice for stations to reserve their best movies, their biggest newspaper budgets and their most energetic on-the-air promotion for those weeks when they know a rating service is making measurements.

The gimmick most commonly used in radio is the contest with prizes big enough to increase listening. It is doubtful if any station has conducted a treasure hunt for a check larger than $10 in any week when a rating service wasn't at work.

These practices are doing nothing to enhance the reputation of radio and television. The broadcasters who deplore "rating week" gimmicks and are seeking the cooperation of their colleagues in ending them are to be commended. We doubt, however, that it will ever be possible to persuade all broadcasters to resist a temptation which is almost irresistible. The fault lies with the audience measuring systems themselves.

So far no rating service has found an economical method of making continuous measurements in individual markets. The American Research Bureau's Arbitron may provide the needed device, but only for the largest markets. Until it is possible to keep a steady fever reading on all important markets, it is inevitable that stations will make special efforts to look good when the occasional or irregular ratings are being taken.

At best, the urge to resort to audience inflation can be only discouraged. It cannot be stopped. The most certain way to discourage it is for timebuyers to be alert for indications of freakish audience patterns and for rating services to exercise more vigilance than they have in the past.

The Man in the KPRC-TV Shirt

ADVERTISING MEN are beginning to realize that it is ridiculous to spend time, talent, and money on hand-tailored advertising campaigns and then spoil the effect by placing this custom advertising on ordinary television stations. Hence the growing popularity of KPRC-TV in Houston, Texas, which is in a class by itself.

KPRC-TV advertising wears infinitely longer—a matter of many months. It makes your products and service more attractive and more distinguished because of the subtle methods of presentation. The whole manner is more *generous*, and therefore, more *comfortable*. Short pauses are just a little longer and stay in your mind. Even the station-identifications have an ante-bellum elegance about them.

Above all, KPRC-TV makes up its daily telecasts from remarkable sponsors, collected from the four corners of the nation. You will get a great deal of satisfaction out of being in the company of other advertisers of such impeccable taste.

KPRC-TV is run by a small company of dedicated television men in the City of Houston, Texas. They have been at it, man and boy, since 1949. You'll find all the pertinent data in SRDS, or write to Jack McGrew, Station Manager, or Edward Petry & Co., National Representatives.